COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR SEPTEMBER, 198

	EVENING 7:00–11:00 PM										All 7:00–11:00 PM		
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25–30 Min.	All 55–60 Min.	7:00–9:00 PM	9:00–11:00 PM(2)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	12.8	13.6	14.8	11.5	IFR	13.3	15.3	12.7	13.0	13.8	13.5	12.8	13.3
NO. OF PROGRAMS‡	7	12	20	4		7	20	31	25	34	59	27	86

	EVENING 6:00–7:00PM Informational(1)		MONDAY–FRIDAY 11:30–1:00AM	WEEKDAY DAYTIME 7:00AM–4:30PM						WEEKEND DAYTIME			
											Sports		
	Once-a-Week	Multi-weekly	11:30PM–1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Adult 7:00–10:00AM	10:00AM–1:00PM	1:00–4:30PM	10:00AM–4:30PM	Children's(1)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	7.2	10.1	4.3	6.0	4.4	3.8	3.9	6.3	5.3	5.1	9.1	6.1	8.3
NO. OF PROGRAMS‡	4	3	8	13	9	6	14	11	25	38	7	6	13

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.
(2) INCLUDES 8:30–9:30PM AND 8:30–10:00PM PROGRAMS.
(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.
IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.
‡ PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 15, 1985

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	GOLDEN GIRLS#	25.0	21,480
2	BILL COSBY SHOW	24.8	21,300
3	227#	23.8	20,440
4	MISS AMERICA PAGEANT(S)	23.7	20,360
5	NFL MONDAY NIGHT FOOTBALL#	20.7	17,780
6	FAMILY TIES	20.5	17,610
7	BARBARA WALTERS SPECIAL(S)	20.3	17,440
8	ABC SUNDAY NIGHT MOVIE	19.1	16,410
9	CHEERS	19.0	16,320
10	MURDER, SHE WROTE#	18.8	16,150
11	CBS SPEC MOVIE PRESENT(S)	18.7	16,060
11	FACTS OF LIFE#	18.7	16,060
13	60 MINUTES	18.3	15,720
14	BACK TO NEXT SATURDAY(S)	18.1	15,550
15	HELL TOWN#	17.7	15,200
16	MOVIE OF THE WEEK-WED(S)	17.2	14,770
17	NIGHT COURT#	17.0	14,600
18	GIMME A BREAK#	16.6	14,260
19	CBS TUESDAY NIGHT MOVIES#	16.5	14,170
20	HIGHWAY TO HEAVEN#	16.2	13,920

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET	T/C THIS SEASON / PROG. TYPE	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
•EVENING									
A TEAM	44	196	202	97	96	A	13.7	23	1177
TUE. 8.00P 60 NBC A						B	19.6	31	1684
ABC ALL-STAR SPECTACULAR(S)			205		99	A	12.7	20	1091
2 SUN. 8.00P 60 ABC GV									
ABC BUSINESS BRIEF-WED	45	192	194	92	93	A	10.3	17	885
1 WED. 9.04P 1 ABC N						B	15.6	25	1340
2 WED. 8.56P 1									
ABC BUSINESS BRIEF-FRI	22	176	197	90	94	A	10.9	22	936
1 FRI. 8.14P 1 ABC N						B	11.7	23	1005
2 FRI. 8.15P 1									
ABC MOVIE SPEC(S)		206		99		A	10.4	18	893
1 WED. 8.00P 180 ABC FF									
ABC MOVIE SPECIAL-WED.(S)			192		95	A	11.0	18	945
2 WED. 8.00P 120 ABC FF									
ABC MOVIE SPECIAL-SAT(S)			188		92	A	8.4	15	722
2 SAT. 8.00P 120 ABC FF									
ABC NEWSBRIEF-MON	34	202	165	97	88	A	10.9	18	936
1 MON. 9.39P 1 ABC N						B	14.3	23	1228
2 MON. 8.58P 1									
ABC NEWSBRIEF-TUE	46	185	185	94	93	A	12.7	20	1091
TUE. 9.58P 1 ABC N						B	12.7	20	1091
ABC NEWSBRIEF-WED	46	192	187	95	93	A	9.7	16	833
1 WED. 9.57P 1 ABC N						B	18.1	28	1555
2 WED. 9.58P 1									
ABC NEWSBRIEF-THU	46	186	196	93	95	A	11.9	19	1022
1 THU. 9.58P 1 ABC N						B	11.3	18	971
2 THU. 9.51P 1									
ABC NEWSBRIEF-FRI	46	163	189	86	94	A	13.1	23	1125
1 FRI. 9.58P 1 ABC N						B	10.6	18	911
2 FRI. 9.54P 1									
ABC NEWSBRIEF-SAT.	46	191	190	93	94	A	10.5	19	902
1 SAT. 9.55P 1 ABC N						B	13.1	23	1125
2 SAT. 9.58P 1									
ABC NEWSBRIEF-SUN.	46	194	194	95	95	A	18.4	29	1581
SUN. 9.59P 1 ABC N						B	15.3	24	1314
ABC NFL FOOTBALL SPECIAL(S)			206		98	A	14.8	25	1271
2 THU. 8.00P 197 ABC SE									
ABC SATURDAY SNEAK PEEK(S)		179		95		A	10.2	19	876
1 FRI. 8.30P 30 ABC CE									
ABC SPECIAL REPORT-8:03P(S)			186		92	A	9.6	17	825
2 WED. 8.03P 5 ABC N									
ABC SPORTS UPDATE-SAT	44	164	197	88	95	A	9.4	17	807
1 SAT. 8.58P 1 ABC SN						B	12.0	22	1031
2 SAT. 9.00P 1									
ABC SPORTS UPDATE-SUN	44	203	201	96	96	A	12.3	20	1057
1 SUN. 8.34P 1 ABC SN						B	14.3	22	1228
2 SUN. 8.32P 1									
ABC SUNDAY NIGHT MOVIE	41	205	208	98	99	A	19.1	31	1641
1 SUN. 9.00P 125 ABC FF						B	15.7	25	1349
2 SUN. 9.00P 115									
ABC THURSDAY NIGHT MOVIE	12	206		99		A	8.5	14	730
1 THU. 8.00P 120 ABC FF						B	7.6	14	653
ABC WORLD NEWS TONIGHT	230	199	201	97	98	A	9.8	20	842
M-F 6.30P 30 ABC N						B	10.4	20	893
ABC WRLD NEWS TONIGHT-SUN	39	159	162	85	84	A	7.1	15	610
SUN. 6.30P 30 ABC N						B	7.3	14	627
AIRWOLF	7		192		96	A	8.6	16	739
2 SAT. 8.00P 60 CBS A						B	7.9	17	679
AMERICAN ALMANAC (WED)(S)			201		98	A	11.3	20	971
2 WED. 10.00P 60 NBC DN									
AMERICAN PORTRAIT	117	198	199	98	98	A	12.3	20	1057
1 TU&TH 8.58P 1 CBS DO						B	14.4	23	1237
2 M & TH 8.58P 1									
2 TUE. 8.52P 1									
AMERICAN PORTRAIT-SUN(B)			208		99	A	13.9	22	1194
2 SUN. 9.05P 3 CBS DO									
BACK TO NEXT SATURDAY(S)			198		98	A	18.1	29	1555
2 THU. 8.30P 30 NBC CE									
BARBARA MANDRELL SPECIAL(S)		202		99		A	10.7	17	919
1 TUE. 9.00P 60 CBS GV									
BARBARA WALTERS SPECIAL(S)			208		99	A	20.3	35	1744
2 FRI. 9.00P 90 ABC CC									
BENSON	23	167	205	90	98	A	10.8	20	928
1 FRI. 9.00P 30 ABC CS						B	11.2	21	962
2 FRI. 10.30P 30									
BILL COSBY SHOW	47	208	209	99	99	A	24.8	42	2130
THU. 8.00P 30 NBC CS						B	23.1	38	1984
BUGS BUNNY'S MAD WORLD-TV(S)		134		75		A	5.2	10	447
1 FRI. 8.00P 30 CBS EA									
CAGNEY & LACEY	38	207	206	99	98	A	13.5	23	1160
MON. 10.00P 60 CBS OP						B	15.9	26	1366
CBS EVENING NEWS-RATHER	235	204	208	98	99	A	11.0	22	945
M-F 6.30P 30 CBS N						B	12.5	24	1074
CBS REPORTS-TUE(S)		199		99		A	9.2	16	790
1 TUE. 8.00P 60 CBS DN									
CBS SAT. NEWS-SCHIEFFER	39		179		91	A	7.3	17	627
2 SAT. 6.30P 30 CBS N						B	8.3	18	713
CBS SATURDAY NIGHT MOVIE	6	196	190	96	96	A	8.4	15	722
1 SAT. 9.24P 120 CBS FF						B	9.0	17	773
2 SAT. 9.00P 120									

KEY: A—CURRENT REPORT B—SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D									
CBS SPEC MOVIE PRESENT(S)		207		99		A	18.7	30	1606
1 SUN. 9.02P 120 CBS FF									
CBS SPECIAL MOVIE PRES.(S)		202		97		A	11.7	21	1005
1 FRI. 9.00P 120 CBS FF									
CBS TUESDAY NIGHT MOVIES	3		205		99	A	16.5	26	1417
2 TUE. 8.00P 120 CBS FF						B	11.9	20	1022
CBS WEDNESDAY NIGHT MOVIE	41	204	198	99	96	A	13.6	23	1168
WED. 9.00P 120 CBS FF						B	12.0	20	1031
CFA COLLEGE FOOTBALL SPEC(S)		204		98		A	11.0	18	945
1 MON. 8.00P 176 ABC SE									
CHEERS	44	194	205	98	99	A	19.0	31	1632
1 THU. 9.00P 30 NBC CS						B	18.5	29	1589
2 THU. 9.30P 30									
FACTS OF LIFE	1		199		99	A	18.7	34	1606
2 SAT. 8.30P 30 NBC CS						B	18.7	34	1606
FACTS OF LIFE-SPECIAL(S)		178		94		A	12.7	23	1091
1 SAT. 9.00P 30 NBC CS									
FAMILY TIES	46	205	198	99	98	A	20.5	34	1761
1 THU. 8.30P 30 NBC CS						B	20.8	33	1787

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
KNIGHT RIDER	5	171	180	93	96	A	11.1	21	953
FRI. 8.00P 60 NBC A						B	9.7	20	833
LIFES EMBARRASS MOMENTS-2(S)		187		94		A	9.8	18	842
1 FRI. 10.00P 60 ABC U									
LIFES/EMBARASSING MOMENTS(S)			203		97	A	12.9	23	1108
2 TUE. 10.00P 60 ABC U									
LOVE BOAT	45	202	198	97	97	A	11.7	21	1005
1 SAT. 9.00P 120 ABC CS						B	13.8	25	1185
2 SAT. 10.00P 60									
MACGRUDER AND LOUD	13	186		97		A	13.6	24	1168
1 TUE. 10.00P 60 ABC OP						B	12.6	22	1082
MAGNUM, P.I.	45	196	207	96	99	A	11.0	18	945
THU. 8.00P 60 CBS PD						B	15.7	26	1349
MIAMI VICE	42	199	197	99	99	A	14.4	26	1237
FRI. 10.00P 60 NBC OP						B	15.0	26	1289
MISS AMERICA PAGEANT(S)			207		99	A	23.7	44	2036
2 SAT. 10.00P 122 NBC AC									
MR. BELVEDERE	3		197		96	A	11.8	22	1014
2 FRI. 8.30P 30 ABC CS						B	10.5	20	902
MOONLIGHTING	5	198	202	98	98	A	16.1	25	1383

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
2 THU. 9.00P 30									
GIMME A BREAK	35	175		94		A	12.2	24	1048
1 SAT. 8.00P 60 NBC CS						B	12.8	23	1100
GIMME A BREAK	1		198		98	A	16.6	32	1426
2 SAT. 8.00P 30 NBC CS						B	16.6	32	1426
GOLDEN GIRLS	1		200		99	A	25.0	43	2148
2 SAT. 9.00P 30 NBC CS						B	25.0	43	2148
HARDCASTLE & MCCORMICK	23		174		90	A	10.6	18	911
2 MON. 8.00P 60 ABC A						B	14.3	22	1228
HELL TOWN	1		195		98	A	17.7	28	1520
2 WED. 9.00P 60 NBC GD						B	17.7	28	1520
HIGHWAY TO HEAVEN	43		196		96	A	16.2	27	1392
2 WED. 8.00P 60 NBC GD						B	16.8	28	1443
HILL STREET BLUES	45	202	207	99	99	A	14.3	26	1228
THU. 10.00P 60 NBC OP						B	15.4	26	1323
HOMETOWN	3	202	208	99	99	A	11.3	20	971
THU. 10.00P 60 CBS GD						B	12.1	22	1039
HOTEL	42		202		97	A	12.8	23	1100
2 WED. 10.00P 60 ABC GD						B	17.3	30	1486
HUNTER	18	199		99		A	10.4	20	893
1 SAT. 10.00P 60 NBC OP						B	11.7	22	1005
I HAD THREE WIVES	4	155	199	85	98	A	10.2	17	876
WED. 8.00P 60 CBS GD						B	11.4	20	979
KATE & ALLIE	37	205	201	99	98	A	15.9	25	1366
MON. 9.00P 30 CBS CS						B	17.4	27	1495

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
TUE. 9.00P 60 ABC PD						B	16.7	28	1435
MOTOWN REVUE	5	190	186	98	98	A	8.9	16	765
FRI. 9.00P 60 NBC GV						B	9.5	18	816
MOVIE OF THE WEEK-WED(S)		193		98		A	17.2	29	1477
1 WED. 8.00P 120 NBC FF									
MURDER, SHE WROTE	39	206		99		A	18.8	31	1615
1 SUN. 8.02P 60 CBS SM						B	18.4	29	1581
NBC MONDAY NIGHT MOVIES	39	197	187	98	97	A	14.2	23	1220
MON. 9.00P 120 NBC FF						B	17.1	27	1469
NBC NEWS DIGEST-M-F	227	143	144	76	74	A	10.4	17	893
1 MTUTHF 8.58P 1 NBC N						B	11.8	19	1014
1 WED. 9.09P 1									
2 M-F 8.58P 1									
NBC NEWS DIGEST-2-M-F	103	158	163	83	83	A	10.4	17	893
1 MON. 9.57P 1 NBC N						B	11.3	18	971
1 W & F 9.58P 1									
2 TU&TH 9.58P 1									
NBC NEWS DIGEST-SAT	46	139	155	75	79	A	13.2	24	1134
SAT. 8.58P 1 NBC N						B	9.7	17	833
NBC NEWS DIGEST-2-SAT.	22		167		86	A	17.7	30	1520
2 SAT. 9.58P 1 NBC N						B	8.9	15	765
NBC NEWS DIGEST-SUN	45	148	149	78	79	A	7.5	12	644
SUN. 8.58P 1 NBC N						B	11.5	18	988
NBC NEWS DIGEST-2-SUN.	22	168		84		A	9.6	15	825
1 SUN. 9.48P 1 NBC N						B	13.2	21	1134

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

PROGRAM NAME / WK # DAY START TIME DUR NET	T/C THIS SEASON / PROG. TYPE	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D									
NBC NIGHTLY NEWS-SAT.	40	169	164	92	91	A	7.3	17	627
1 SAT. 6.41P 19 NBC N						B	7.6	16	653
2 SAT. 6.30P 30									
NBC NIGHTLY NEWS-SUN	34		158		87	A	7.0	14	601
2 SUN. 6.30P 30 NBC N						B	7.3	15	627
NBC NIGHTLY NEWS	228	200	201	98	99	A	9.6	20	825
M-F 6.30P 30 NBC N						B	10.5	20	902
NBC SUNDAY NIGHT MOVIE	41	196	196	95	98	A	12.0	20	1031
1 SUN. 9.00P 120 NBC FF						B	15.9	25	1366
2 SUN. 9.00P 115									
NEWHART	36	207	204	99	98	A	15.6	24	1340
MON. 9.30P 30 CBS CS						B	17.5	27	1503
NEWSBREAK-M-F	231	175	176	85	84	A	10.9	18	936
1 MTUTH 9.58P 1 CBS N						B	13.2	21	1134
1 WED. 9.53P 1									
1 FRI. 9.54P 1									
2 MTUTHF 9.58P 1									
2 WED. 10.07P 1									
NEWSBREAK-SAT.	47	176	174	84	86	A	7.3	13	627
1 SAT. 10.23P 1 CBS N						B	10.3	18	885
ST. ELSEWHERE	41	180		95		A	11.6	21	996
1 WED. 10.00P 60 NBC GD						B	12.9	22	1108
SATURDAY MORNING PREVIEW(S)			194		94	A	5.1	10	438
2 FRI. 8.00P 60 CBS FV									
SCARECROW & MRS. KING	40	204	191	98	95	A	13.5	22	1160
MON. 8.00P 60 CBS GD						B	15.6	25	1340
SILVER SPOONS	10	182	187	87	96	A	9.4	17	807
SUN. 7.30P 30 NBC CS						B	7.9	16	679
SIMON & SIMON	42	191	207	97	99	A	14.3	23	1228
THU. 9.00P 60 CBS PD						B	18.9	30	1624
60 MINUTES	47	209	209	99	99	A	18.3	33	1572
1 SUN. 7.02P 60 CBS DN						B	19.8	34	1701
2 SUN. 7.17P 60									
SPECIAL MOVIE PRSNT.-CBS(S)			203		98	A	12.5	22	1074
2 FRI. 9.00P 120 CBS FF									
SPECIAL MOVIE PRESNT-SUN.(S)			208		99	A	14.5	23	1246
2 SUN. 8.17P 168 CBS FF									
SPORTSBREAK-SAT	47		188		93	A	7.0	13	601
2 SAT. 8.58P 1 CBS SN						B	10.5	19	902
SPORTSBREAK-SUN	48	202	203	96	96	A	15.9	25	1366

PROGRAM NAME / WK # DAY START TIME DUR NET	T/C THIS SEASON / PROG. TYPE	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
2 SAT. 9.56P 1									
NEWSBREAK-SUN.	46	182	187	86	88	A	13.1	21	1125
1 SUN. 9.57P 1 CBS N						B	14.5	23	1246
2 SUN. 9.55P 2									
NFL MONDAY NIGHT FOOTBALL	1		209		99	A	20.7	35	1778
2 MON. 9.00P 187 ABC SE						B	20.7	35	1778
NIGHT COURT	41	192		97		A	17.0	28	1460
1 THU. 9.30P 30 NBC CS						B	16.9	27	1452
NO PLACE LIKE HOME(S)		135		78		A	6.5	12	558
1 FRI. 8.30P 30 CBS CS									
OCEANQUEST	4	196	193	98	99	A	12.1	20	1039
SUN. 8.00P 60 NBC DO						B	12.8	22	1100
OFF THE RACK	10	167		91		A	9.8	18	842
1 FRI. 9.30P 30 ABC CS						B	11.1	19	953
OUR TIME	3	176		91		A	9.3	17	799
1 SAT. 9.30P 30 NBC GV						B	8.1	16	696
PUNKY BREWSTER	10	180	183	87	94	A	8.0	15	687
1 SUN. 7.13P 17 NBC CS						B	6.8	15	584
2 SUN. 7.00P 30									
REMINGTON STEELE	37	190	203	96	99	A	13.2	23	1134
TUE. 10.00P 60 NBC PD						B	16.1	28	1383
RIPLEY'S BELIEVE IT-NOT	42	188	190	93	91	A	8.3	15	713
SUN. 7.00P 60 ABC U						B	10.0	17	859
RIPTIDE	38	191	197	96	98	A	12.6	20	1082
TUE. 9.00P 60 NBC PD						B	17.4	27	1495
1 SUN. 9.00P 1 CBS SN						B	17.0	26	1460
2 SUN. 9.30P 1									
T.J. HOOKER	38	154		89		A	9.6	19	825
1 SAT. 8.00P 60 ABC OP						B	12.3	23	1057
TV BLOOPERS & PRAC. JOKES	38	204	196	99	97	A	12.1	20	1039
MON. 8.00P 60 NBC CV						B	15.6	25	1340
THREE'S A CROWD	5	134	179	88	90	A	14.0	23	1203
TUE. 8.30P 30 ABC CS						B	14.1	24	1211
20/20	42	187		97		A	14.3	26	1228
1 THU. 10.00P 60 ABC DN						B	14.5	25	1246
227	1		201		99	A	23.8	40	2044
2 SAT. 9.30P 30 NBC CS						B	23.8	40	2044
US OPEN TENNIS-SAT-3(S)		206		99		A	7.4	16	636
1 SAT. 7.00P 144 CBS SE									
WEBSTER	24	181	203	95	99	A	12.0	24	1031
FRI. 8.00P 30 ABC CS						B	12.4	25	1065
WEST 57TH	4	191	206	98	99	A	10.6	19	911
TUE. 10.00P 60 CBS DN						B	10.4	18	893
WHO'S THE BOSS?	5	140	188	89	97	A	14.3	25	1228
TUE. 8.00P 30 ABC CS						B	14.0	25	1203
WRLD FUNIEST COM'L GOOFS(S)		202		98		A	12.7	21	1091
1 SUN. 8.00P 60 ABC U									
•LATE FRINGE									
ABC NEWS:NIGHTLINE-MON	11	197	197	97	98	A	4.9	20	421
CONT'D									

KEY: A—CURRENT REPORT B—SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
LATE FRINGE CONT'D									
ABC NEWS:NIGHTLIN-CONT'D									
1 MON. 11.44P 31 ABC N						B	5.1	16	438
2 MON. 12.59A 30									
ABC NEWS:NIGHTLINE	190	196	195	97	97	A	5.9	17	507
1 TU&TH 11.30P 31 ABC N						B	5.7	16	490
1 W & F 11.30P 30									
2 TUE. 11.30P 30									
2 WED. 11.30P 31									
2 FRI. 11.30P 39									
ABC NEWS:NIGHTLINE-TUE(B)			197		98	A	4.2	15	361
2 TUE. 12.00M 12 ABC N									
ABC NEWS:NIGHTLINE-THU(B)			200		98	A	5.0	17	430
2 THU. 11.55P 30 ABC N									
ABC NEWS:NIGHTLINE-WED(B)		201		98		A	6.5	23	558
1 WED. 12.00M 30 ABC N									
ABC WEEKEND REPORT-SAT.	45	161	161	86	85	A	4.1	9	352
SAT. 11.30P 15 ABC N						B	4.1	10	352
ABC WEEKEND REPORT-SUN.	46	161	162	89	89	A	3.8	15	326
1 SUN. 11.44P 15 ABC N						B	3.9	13	335
2 SUN. 11.30P 15									

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
G MICHAELS SPORTS MACHINE	2	85	86	51	51	A	1.2	5	103
SUN. 12.00M 15 NBC SC						B	1.2	5	103
LATE MOVIE I	230	185	186	92	92	A	3.9	15	335
1 M & W 12.00M 71 CBS FF						B	5.1	17	438
1 TUE. 12.00M 65									
1 THU. 12.00M 68									
1 FRI. 12.00M 69									
2 M & TU 11.30P 67									
2 WED. 11.30P 78									
2 THU. 11.30P 79									
2 FRI. 11.30P 66									
LATE MOVIE II	230	185	186	92	92	A	2.9	18	249
1 M & W 1.11A 46 CBS FF						B	3.5	19	301
1 TUE. 1.05A 52									
1 THU. 1.08A 49									
1 FRI. 1.09A 44									
2 MON. 12.37A 48									
2 TUE. 12.37A 44									
2 WED. 12.48A 44									
2 THU. 12.49A 41									
2 FRI. 12.36A 45									
SATURDAY NIGHT	41	198	190	99	99	A	6.1	22	524

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
CBS NEWS NIGHTWATCH-1	220	56	64	57	58	A	1.0	11	86
1 M-THSU 2.00A 30 CBS N						B	1.1	12	94
2 M-TH 2.00A 30									
2 SUN. 2.11A 19									
CBS NEWS NIGHTWATCH-2	130	80	89	72	78	A	1.1	15	94
M-THSU 2.30A 30 CBS N						B	1.1	14	94
CBS NEWS NIGHTWATCH-3	130	101	101	86	86	A	.9	19	77
M-THSU 3.00A 180 CBS N						B	1.0	20	86
CBS SUNDAY NEWS-OSGOOD	46	136	133	71	69	A	5.9	15	507
1 SUN. 11.02P 15 CBS N						B	5.7	12	490
2 SUN. 11.11P 15									
DAVID LETTERMAN I	182	193	192	99	99	A	3.5	18	301
M-TH 12.30A 30 NBC GV						B	3.7	18	318
DAVID LETTERMAN II	182	193	192	99	99	A	2.6	17	223
M-TH 1.00A 30 NBC GV						B	2.8	18	241
EYE ON HOLLYWOOD	153	93	91	60	58	A	1.6	7	137
1 MON. 12.15A 30 ABC GV						B	1.7	6	146
1 TU&TH 12.01A 30									
1 FRI. 12.00M 30									
2 TUE. 12.12A 30									
2 WED. 12.01A 32									
2 THU. 12.25A 30									
2 FRI. 12.09A 30									
FRIDAY NIGHT VIDEOS	44	181	181	97	97	A	3.0	16	258
FRI. 12.30A 90 NBC PC						B	3.3	16	283

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1 SAT. 11.30P 80 NBC GV						B	7.0	21	601
2 SAT. 12.33A 79									
TONIGHT SHOW	226	201	200	99	99	A	7.0	22	601
M-F 11.30P 60 NBC GV						B	7.0	22	601
US OPN TENNIS HILITES-MON(S)		192		96		A	4.7	14	404
1 MON. 11.30P 30 CBS SC									
US OPN TENNIS HILITES-TUE(S)		193		96		A	3.5	10	301
1 TUE. 11.30P 30 CBS SC									
US OPN TENNIS HILITES-WED(S)		191		96		A	5.1	14	438
1 WED. 11.30P 30 CBS SC									
US OPN TENNIS HILITES-THU(S)		190		95		A	3.7	11	318
1 THU. 11.30P 30 CBS SC									
US OPN TENNIS HILITES-FRI(S)		189		95		A	4.5	12	387
1 FRI. 11.30P 30 CBS SC									
•WEEKDAY DAYTIME									
ABC AFTERSCHOOL SPECIAL(S)			182		94	A	6.1	20	524
2 WED. 4.00P 60 ABC FV									
ABC DAYTIME NEWSBRIEF-M-F	228	204	204	98	98	A	7.5	28	644
1 TU-F 2.58P 1 ABC N						B	7.9	27	679
2 M-F 2.58P 1									
ABC DAYTIME NWSBRF-MON(B)		145		82		A	7.9	21	679
1 MON. 2.58P 1 ABC N									
ABC WORLD NEWS-MORN-615A	230	114	123	75	78	A	1.6	20	137
M-F 6.15A 15 ABC N						B	1.6	18	137

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKDAY DAYTIME CONT'D									
ABC WORLD NEWS-MORN-645A	229	172	174	92	92	A	2.4	18	206
1 TU-F 6.45A 15 ABC N						B	2.5	19	215
2 M-F 6.45A 15									
ABC WRLD NWS-MORN-645A(B)		124		76		A	.9	9	77
1 MON. 6.45A 15 ABC N									
ALL MY CHILDREN	223	210	210	99	99	A	7.7	28	661
1 TU-F 1.00P 60 ABC DD						B	8.1	27	696
2 M-F 1.00P 60									
ALL MY CHILDREN-MON(B)		148		83		A	8.0	21	687
1 MON. 1.00P 60 ABC DD									
ALL STAR BLITZ-MON(B)		128		73		A	3.2	9	275
1 MON. 11.30A 30 ABC QP									
ALL STAR BLITZ	54	181	179	89	89	A	2.5	11	215
1 TU-F 11.30A 30 ABC QP						B	2.8	11	241
2 M-F 11.30A 30									
ANGIE-MON(B)		123		72		A	3.4	9	292
1 MON. 11.00A 30 ABC CS									
ANGIE	54	173	171	86	84	A	2.5	11	215
1 TU-F 11.00A 30 ABC CS						B	3.0	12	258

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
1 TU-F 8.30A 30 CBS N						B	3.4	15	292
2 M-F 8.30A 30									
CBS MORN. NEWS-MONDAY(B)			178		84	A	2.1	11	180
2 MON. 7.30A 18 CBS N									
DAYS OF OUR LIVES	226	206	207	99	99	A	6.2	22	533
1 TU-F 1.00P 60 NBC DD						B	7.0	23	601
2 M-F 1.00P 60									
DAYS OF OUR LIVES-MON(B)		159		83		A	5.5	14	472
1 MON. 1.00P 60 NBC DD									
GENERAL HOSPITAL	223	208	207	99	99	A	8.7	30	747
1 TU-F 3.00P 60 ABC DD						B	9.0	29	773
2 M-F 3.00P 60									
GENERAL HOSPITAL-MON(B)		146		83		A	8.4	22	722
1 MON. 3.00P 60 ABC DD									
GOOD MORN AMER-MON-730(B)		147		83		A	2.5	14	215
1 MON. 7.30A 30 ABC N									
GOOD MORN AMER-MON-830(B)		143		82		A	3.4	13	292
1 MON. 8.30A 30 ABC N									
GOOD MORNING, AMERICA-730	229	206	206	99	99	A	4.4	24	378
TU-F 7.30A 30 ABC N						B	4.7	23	404

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
2 M-F 11.00A 30									
ANOTHER WORLD	224	201	202	99	99	A	5.0	19	430
1 TU-F 2.00P 60 NBC DD						B	5.4	19	464
2 M-F 2.00P 60									
ANOTHER WORLD-MON(B)		159		83		A	5.0	13	430
1 MON. 2.00P 60 NBC DD									
AS THE WORLD TURNS	230	206	206	99	99	A	5.9	21	507
1 TU-TH 1.30P 60 CBS DD						B	6.8	23	584
2 M-F 1.30P 60									
BODY LANGUAGE	226	102	102	53	52	A	2.1	7	180
1 TU-TH 4.00P 30 CBS PV						B	2.5	8	215
2 M-F 4.00P 30									
CAPITOL	230	197	197	94	94	A	4.8	18	412
1 TU-TH 2.30P 30 CBS DD						B	5.6	20	481
2 M-F 2.30P 30									
CBS EARLY MORNING NEWS	235	131	140	85	89	A	1.3	15	112
M-F 6.30A 30 CBS N						B	1.5	16	129
CBS MORNING NEWS 1-MON(B)		133		83		A	2.6	15	223
1 MON. 7.30A 30 CBS N									
CBS MORNING NEWS 2-MON(B)		132		83		A	2.8	11	241
1 MON. 8.30A 30 CBS N									
CBS MORNING NEWS 1	233	201	201	99	99	A	2.5	14	215
TU-F 7.30A 30 CBS N						B	3.1	15	266
2 MON. 7.48A 12									
CBS MORNING NEWS 2	233	201	201	99	99	A	2.8	14	241

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2 MON. 7.30A 3									
& 7.48A 12									
GOOD MORNING, AMERICA-830	228	204	204	99	99	A	4.7	23	404
1 TU-F 8.30A 30 ABC N						B	5.2	23	447
2 M-F 8.30A 30									
GOOD MORN AMER MON-730(B)			183		82	A	4.1	22	352
2 MON. 7.33A 15 ABC N									
GUIDING LIGHT	227	207	207	99	99	A	6.6	23	567
1 TU-TH 3.00P 60 CBS DD						B	7.2	23	618
2 M-F 3.00P 60									
LOVING	223	187	186	94	94	A	4.0	16	344
1 TU-F 12.30P 30 ABC DD						B	4.1	15	352
2 M-F 12.30P 30									
LOVING-MON(B)		134		79		A	5.3	14	455
1 MON. 12.30P 30 ABC DD									
NBC NEWS AT SUNRISE	230	176	186	93	97	A	2.1	18	180
M-F 6.30A 30 NBC N						B	2.0	17	172
NBC NEWS DIGEST-DAYTIME	135	196	196	96	96	A	4.7	17	404
1 W & F 2.57P 1 NBC N						B	4.5	16	387
2 MWF 2.57P 1									
NBC NEWS DIGEST-DAY(B)		154		81		A	4.5	12	387
1 MON. 2.57P 1 NBC N									
NEWSBREAK-11.57	231	183	183	85	85	A	5.7	25	490
1 TU-TH 11.57A 2 CBS N						B	7.0	28	601
2 M-F 11.57A 2									

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WEEKDAY DAYTIME CONT'D									
NEWSBREAK-3.57	227	186	187	91	92	A	5.2	17	447
1 TU-TH 3.57P 2 CBS N						B	5.9	18	507
2 M-F 3.57P 2									
NEWSBREAK-11.57-MON(B)		136		66		A	6.3	17	541
1 MON. 11.57A 2 CBS N									
ONE LIFE TO LIVE	224	207	207	99	99	A	7.3	27	627
1 TU-F 2.00P 60 ABC DD						B	7.3	25	627
2 M-F 2.00P 60									
ONE LIFE TO LIVE-MON.(B)		144		83		A	7.5	20	644
1 MON. 2.00P 60 ABC DD									
PRESS YOUR LUCK-MON(B)		94		58		A	3.3	10	283
1 MON. 10.30A 30 CBS QP									
PRESS YOUR LUCK	230	169	169	84	84	A	3.1	14	266
TU-F 10.30A 30 CBS QP						B	4.7	19	404
2 MON. 10.48A 12									
PRICE IS RIGHT 1-MON.(B)		116		64		A	4.9	14	421
1 MON. 11.00A 30 CBS AP									
PRICE IS RIGHT 2-MON.(B)		116		64		A	6.0	16	515
1 MON. 11.30A 30 CBS AP									
PRICE IS RIGHT 1	230	208	208	99	99	A	5.2	24	447
1 TU-TH 11.00A 30 CBS AP						B	6.9	28	593
2 M-F 11.00A 30									
PRICE IS RIGHT 2	229	208	208	99	99	A	6.6	30	567
1 TU-TH 11.30A 30 CBS AP						B	8.6	34	739
2 M-F 11.30A 30									
RYAN'S HOPE	223	174	171	92	91	A	3.1	13	266
1 TU-F 12.00N 30 ABC DD						B	3.2	12	275
2 M-F 12.00N 30									
RYAN'S HOPE-MON(B)		121		73		A	3.8	10	326
1 MON. 12.00N 30 ABC DD									
SALE OF THE CENTURY	227	148	153	83	84	A	4.2	18	361
1 M-F 10.30A 30 NBC QG						B	4.6	19	395
2 MON. 10.52A 8									
2 TU-F 10.30A 30									
SALE OF THE CENTURY(B)			44		30	A	1.4	6	120
2 MON. 10.30A 22 NBC QG									
SANTA BARBARA	225	183	190	93	96	A	4.0	13	344
M-F 3.00P 60 NBC DD						B	3.5	11	301
SCRABBLE	225	199	196	95	95	A	4.6	21	395
1 TU-F 11.30A 30 NBC QG						B	5.5	22	472
2 M-F 11.30A 30									
SCRABBLE(B)		156		78		A	5.5	15	472
1 MON. 11.30A 30 NBC QG									
SEARCH FOR TOMORROW	228	143	151	74	77	A	2.6	10	223
M-F 12.30P 30 NBC DD						B	3.1	11	266
SILVER SPOONS M-F	50	131	133	81	81	A	2.7	12	232
M-F 10.00A 30 NBC CS						B	4.0	16	344
SUPER PASSWORD	227	141	148	68	70	A	3.6	14	309
M-F 12.00N 30 NBC QG						B	3.5	13	301
TODAY SHOW-7.30AM	230	195	203	96	99	A	4.0	22	344
1 M-F 7.30A 30 NBC N						B	4.4	22	378
2 MON. 7.52A 8									
2 TU-F 7.30A 30									
TODAY SHOW-7.30AM(B)			179		83	A	3.6	19	309
2 MON. 7.30A 22 NBC N									
TODAY SHOW-8.30AM	229	195	203	96	99	A	4.4	21	378
M-F 8.30A 30 NBC N						B	4.7	20	404
$25,000 PYRAMID	232	167	181	87	90	A	4.1	18	352
M-F 10.00A 30 CBS QP						B	5.1	21	438
US OPEN TENNIS (MON)(S)		136		83		A	3.7	10	318
1 MON. 12.30P 330 CBS SE									
US OPN TENNIS(FRI) 11:00A(S)		203		96		A	2.5	11	215
1 FRI. 11.00A 65 CBS SE									
US OPN TENNIS(FRI) 12:36P(S)		206		99		A	3.2	11	275
1 FRI. 12.36P 342 CBS SE									
WHEEL OF FORTUNE	226	205	206	99	99	A	6.4	29	550
1 TU-F 11.00A 30 NBC QG						B	7.1	29	610
2 M-F 11.00A 30									
WHEEL OF FORTUNE(B)		160		82		A	7.0	19	601
1 MON. 11.00A 30 NBC QG									
YOUNG AND THE RESTLESS	229	208	208	99	99	A	7.9	31	679
1 TU-TH 12.30P 60 CBS DD						B	8.0	29	687
2 M-F 12.30P 60									
•WEEKEND DAYTIME									
ABC FUN FIT-10:25AM	2	197	196	97	96	A	5.1	18	438
SAT. 10.25A 4 ABC CN						B	5.1	18	438
ABC FUN FIT-11:25AM	2	192	195	93	94	A	4.3	15	369
SAT. 11.25A 4 ABC CN						B	4.3	15	369
ABC SPECIAL REPORT-3:44P(S)		141		89		A	3.0	7	258
1 SUN. 3.44P 3 ABC N									
ABC WEEKEND SPECIALS	2	178	173	91	89	A	4.5	15	387
SAT. 12.00N 30 ABC FV						B	4.5	15	387
ALVIN AND THE CHIPMUNKS	46	205		99		A	7.7	27	661
1 SAT. 10.30A 30 NBC CA						B	7.9	28	679
ALVIN AND THE CHIPMUNKS	1		196		97	A	8.1	28	696
2 SAT. 11.00A 30 NBC CA						B	8.1	28	696
AMERICAN BANDSTAND	2	152	144	75	71	A	2.7	9	232
SAT. 12.30P 60 ABC PC						B	2.7	9	232
BERENSTAIN BEARS	1		193		96	A	3.5	23	301
2 SAT. 8.00A 30 CBS CA						B	3.5	23	301

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WEEKEND DAYTIME CONT'D									
BISKITTS	21	192		93		A	2.2	16	189
1 SAT. 8.00A 30 CBS	CA					B	2.1	15	180
BUGS BUNNY/LOONEY TUNES-1	2	205	205	97	99	A	2.8	19	241
SAT. 8.00A 30 ABC	CA					B	2.8	19	241
BUGS BUNNY/LOONEY TUNES-2	2	207	207	97	99	A	4.4	22	378
SAT. 8.30A 30 ABC	CA					B	4.4	22	378
CBS COLLEGE FOOTBALL PRE	1		181		95	A	5.0	17	430
2 SAT. 1.30P 5 CBS	SC					B	5.0	17	430
CBS COLLEGE FOOTBALL	1		184		96	A	5.6	18	481
2 SAT. 1.35P 197 CBS	SE					B	5.6	18	481
CBS COLLEGE FOOTBALL POST	1		184		96	A	4.3	13	369
2 SAT. 4.52P 8 CBS	SC					B	4.3	13	369
CBS NFL TODAY	2	195	197	97	98	A	6.4	20	550
SUN. 12.30P 30 CBS	SC					B	6.4	20	550
CBS NFL FOOTBALL GAME 1	2	207	208	99	99	A	13.9	36	1194
1 SUN. 1.00P 204 CBS	SE					B	13.9	36	1194
2 SUN. 1.00P 207									
CBS NFL FOOTBALL GAME 2	1		196		79	A	10.8	25	928
2 SUN. 4.03P 196 CBS	SE					B	10.8	25	928

PROGRAM NAME / WK # DAY START TIME DUR NET	T/C THIS SEASON / PROG. TYPE	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
FACE THE NATION	46	125	127	82	84	A	2.3	8	198
SUN. 10.30A 30 CBS	CC					B	2.9	10	249
GET ALONG GANG	47	201		98		A	3.8	20	326
1 SAT. 8.30A 30 CBS	CA					B	4.0	20	344
GET ALONG GANG	1		116		59	A	3.6	12	309
2 SAT. 1.00P 30 CBS	CA					B	3.6	12	309
GUMMI BEARS	1		189		96	A	4.9	24	421
2 SAT. 8.30A 30 NBC	CA					B	4.9	24	421
IAAF GRAND PRIX TRACK CHP(S)			155		90	A	2.7	9	232
2 SAT. 1.00P 120 NBC	SE								
INCREDIBLE HULK	32	131		76		A	4.4	14	378
1 SAT. 12.30P 30 NBC	CA					B	3.6	13	309
IN THE NEWS- 8.26AM	47	191	195	93	96	A	3.4	21	292
SAT. 8.26A 3 CBS	CN					B	3.0	18	258
IN THE NEWS- 8.56AM	47	199	198	97	97	A	4.7	23	404
SAT. 8.56A 3 CBS	CN					B	4.3	21	369
IN THE NEWS- 9.56AM	41	201		97		A	4.2	16	361
1 SAT. 9.56A 3 CBS	CN					B	5.1	19	438
IN THE NEWS-11.56AM	1		164		78	A	4.0	13	344

PROGRAM NAME / WK # DAY START TIME DUR NET	T/C THIS SEASON / PROG. TYPE	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
CBS SPORTS SPECIAL SAT(S)			203		99	A	3.0	9	258
2 SAT. 5.00P 60 CBS	SE								
CBS STORYBREAK(B)		173		82		A	4.0	14	344
1 SAT. 11.00A 30 CBS	CL								
CBS STORYBREAK	1		195		95	A	5.1	18	438
2 SAT. 11.00A 30 CBS	CL					B	5.1	18	438
CFA COLLEGE FOOTBALL-PRE	2	175	161	89	86	A	3.5	11	301
1 SAT. 3.00P 25 ABC	SC					B	3.5	11	301
2 SAT. 3.00P 22									
CFA COLLEGE FOOTBALL GAME	2	204	204	98	98	A	6.7	19	576
1 SAT. 3.25P 200 ABC	SE					B	6.7	19	576
2 SAT. 3.23P 211									
CFA COLLEGE FOOTBALL POST	2	204	204	98	98	A	7.6	18	653
1 SAT. 6.45P 15 ABC	SC					B	7.6	18	653
2 SAT. 6.53P 7									
CHARLIE BROWN&SNOOPY SHOW	1		133		63	A	3.3	11	283
2 SAT. 12.30P 30 CBS	CA					B	3.3	11	283
DROIDS: ADVENTURES	2	208	207	99	99	A	5.5	21	472
SAT. 9.30A 30 ABC	CA					B	5.5	21	472
DUNGEONS AND DRAGONS	1		162		76	A	4.8	16	412
2 SAT. 11.30A 30 CBS	CA					B	4.8	16	412
DUNGEONS AND DRAGONS	41	203		98		A	4.2	16	361
1 SAT. 9.30A 30 CBS	CA					B	5.5	21	472
EWOKS	2	208	207	99	99	A	5.3	23	455
SAT. 9.00A 30 ABC	CA					B	5.3	23	455

PROGRAM NAME / WK # DAY START TIME DUR NET	T/C THIS SEASON / PROG. TYPE	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
2 SAT. 11.56A 3 CBS	CN					B	4.0	13	344
IN THE NEWS-11.56AM(B)		158		76		A	4.1	14	352
1 SAT. 11.56A 3 CBS	CN								
IN THE NEWS-12.26PM	1		143		68	A	2.9	10	249
2 SAT. 12.26P 3 CBS	CN					B	2.9	10	249
IN THE NEWS-12.56PM	1		133		63	A	3.4	11	292
2 SAT. 12.56P 3 CBS	CN					B	3.4	11	292
IN THE NEWS- 1.26PM	1		114		58	A	3.9	13	335
2 SAT. 1.26P 3 CBS	CN					B	3.9	13	335
IT'S PUNKY BREWSTER	1		194		94	A	9.2	32	790
2 SAT. 10.30A 30 NBC	CA					B	9.2	32	790
KIDD VIDEO	46	189		97		A	6.0	21	515
1 SAT. 11.00A 30 NBC	CA					B	6.3	23	541
KIDD VIDEO	1		178		94	A	6.3	21	541
2 SAT. 11.30A 30 NBC	CA					B	6.3	21	541
LAND OF THE LOST	1		143		69	A	3.4	12	292
2 SAT. 12.00N 30 CBS	CL					B	3.4	12	292
LAND OF THE LOST(B)		166		79		A	4.0	14	344
1 SAT. 11.30A 30 CBS	CL								
LITTLES	2	191	190	95	93	A	5.1	17	438
SAT. 11.30A 30 ABC	CA					B	5.1	17	438
MEET THE PRESS	43	141	146	88	87	A	2.5	8	215
SUN. 12.00N 30 NBC	CC					B	3.0	10	258
MR. T	46	186		96		A	5.3	18	455
1 SAT. 11.30A 30 NBC	CA					B	5.7	20	490

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKEND DAYTIME CONT'D									
MR. T	1		152		79	A	4.7	16	404
2 SAT. 12.00N 30 NBC CA						B	4.7	16	404
MUPPET BABIES	47	204		98		A	4.5	20	387
1 SAT. 9.00A 30 CBS CA						B	5.7	24	490
MUPPET BABIES & MONSTERS	1		202		98	A	4.9	19	421
2 SAT. 9.00A 60 CBS CA						B	4.9	19	421
NBC MAJOR LEAGUE PRE GAME	20	191	191	95	98	A	4.3	13	369
1 SAT. 3.00P 19 NBC SC						B	4.5	16	387
2 SAT. 3.00P 18									
NBC MAJOR LEAGUE BASEBALL	20	199	196	99	99	A	6.4	18	550
1 SAT. 3.19P 202 NBC SE						B	6.5	22	558
2 SAT. 3.18P 186									
NFL '85-NBC	2	201	197	99	99	A	4.9	15	421
SUN. 12.30P 30 NBC SC						B	4.9	15	421
NFL FOOTBALL GAME 1-NBC	2	195	201	80	99	A	9.3	24	799
1 SUN. 1.00P 182 NBC SE						B	9.3	24	799
2 SUN. 1.00P 202									
NFL FOOTBALL GAME 2-NBC	1	209		99		A	10.8	24	928
1 SUN. 4.03P 190 NBC SE						B	10.8	24	928
SMURFS I	46	202	202	99	99	A	6.1	26	524
SAT. 9.00A 30 NBC CA						B	5.8	24	498
SMURFS II	46	202	202	99	99	A	7.9	30	679
SAT. 9.30A 30 NBC CA						B	7.9	30	679
SMURFS III	46	202	202	99	99	A	9.1	33	782
SAT. 10.00A 30 NBC CA						B	8.8	32	756
SNORKS	44	194	191	96	96	A	2.7	19	232
SAT. 8.00A 30 NBC CA						B	3.4	23	292
SPIDERMAN AND FRIENDS	40	153		82		A	4.3	14	369
1 SAT. 12.00N 30 NBC CA						B	4.8	16	412
SPIDERMAN AND FRIENDS	1		132		72	A	4.6	15	395
2 SAT. 12.30P 30 NBC CA						B	4.6	15	395
SPORTSBEAT	24	78		57		A	1.1	3	94
1 SUN. 12.30P 30 ABC SC						B	1.4	4	120
SUNDAY MORNING	47	173	175	95	95	A	3.9	18	335
SUN. 9.00A 90 CBS N						B	4.4	19	378
SUPERPOWERS TEAM	2	197	196	97	96	A	5.8	21	498
SAT. 10.00A 30 ABC CA						B	5.8	21	498
13 GHOSTS OF SCOOBY-DOO	2	196	198	95	96	A	5.0	17	430

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
NFL FOOTBALL POST-NBC	1		155		77	A	4.1	10	352
2 SUN. 4.16P 14 NBC SC						B	4.1	10	352
ONE TO GROW ON-8:28AM	47	193	191	95	95	A	3.1	19	266
SAT. 8.28A 2 NBC CN						B	3.9	24	335
ONE TO GROW ON-8:58AM	47	196	188	96	96	A	4.3	21	369
SAT. 8.58A 2 NBC CN						B	4.7	23	404
ONE TO GROW ON-10:28AM	46	201	201	99	99	A	8.9	31	765
SAT. 10.28A 2 NBC CN						B	8.2	29	704
ONE TO GROW ON-10:58AM	46	204		98		A	7.1	24	610
1 SAT. 10.58A 2 NBC CN						B	7.5	26	644
ONE TO GROW ON-11:28AM	1		189		96	A	7.6	26	653
2 SAT. 11.28A 2 NBC CN						B	7.6	26	653
ONE TO GROW ON-11:58AM	1		177		94	A	6.1	20	524
2 SAT. 11.58A 2 NBC CN						B	6.1	20	524
ONE TO GROW ON-12:28PM	43	153		82		A	3.9	13	335
1 SAT. 12.28P 2 NBC CN						B	4.6	15	395
PINK PANTHER AND SONS	44	197		97		A	3.0	16	258
1 SAT. 8.30A 30 NBC CA						B	4.3	22	369
ROCK N WRESTLING	1		205		99	A	5.6	20	481
2 SAT. 10.00A 60 CBS CA						B	5.6	20	481
SATURDAY SUPERCADE	20	173		82		A	3.5	12	301
1 SAT. 10.00A 60 CBS CA						B	3.5	13	301
SCOOBY'S MYSTERY FUNHOUSE	2	192	195	93	94	A	5.0	17	430
SAT. 11.00A 30 ABC CA						B	5.0	17	430
SAT. 10.30A 30 ABC CA						B	5.0	17	430
THIS WEEK-DAVID BRINKLEY	42	185	188	97	98	A	3.7	11	318
SUN. 11.30A 60 ABC N						B	3.9	13	335
US OPEN TENNIS-SAT-1(S)		202		99		A	6.3	20	541
1 SAT. 12.00N 240 CBS SE									
US OPEN TENNIS-SAT-2(S)		206		99		A	7.3	19	627
1 SAT. 4.00P 180 CBS SE									
US OPEN TENNIS-SUN.(S)		203		99		A	8.7	19	747
1 SUN. 4.32P 150 CBS SE									
US OPEN TENNIS-SU(S)		40		33		A	2.5	6	215
1 SUN. 4.19P 13 CBS SE									
WUZZLES	1		195		95	A	5.0	25	430
2 SAT. 8.30A 30 CBS CA						B	5.0	25	430

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.MON. SEPT.2, 1985

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV — TOTAL AUDIENCE (Households (000) & %)					20,270 23.6											
ABC TV program					CFA COLLEGE FOOTBALL SPEC ALABAMA VS GEORGIA (8:00-10:56PM)(SD)											
AVERAGE AUDIENCE (Households (000) & %)					9,450 11.0	10.6*		11.0*		11.2*		10.9*		11.6*		10.7*
SHARE OF AUDIENCE %					18	19 *		19 *		18 *		17 *		19 *		18 *
AVG. AUD. BY ¼ HR. %					10.6	10.7	10.9	11.1	11.8	10.6	10.3	11.6	12.3	10.8	10.7	10.8
CBS TV — TOTAL AUDIENCE (Households (000) & %)					15,460 18.0				16,840 19.6		15,810 18.4		16,840 19.6			
CBS TV program					SCARECROW & MRS. KING (R)(SUS-SD)				KATE & ALLIE (R)		NEWHART (R)(SD)		CAGNEY & LACEY (R)			
AVERAGE AUDIENCE (Households (000) & %)					11,080 12.9	11.9*		13.9*	14,350 16.7		13,920 16.2		12,630 14.7	14.4*		14.9*
SHARE OF AUDIENCE %					22	20 *		23 *	26		25		25	24 *		27 *
AVG. AUD. BY ¼ HR. %					11.6	12.2	13.5	14.3	15.6	17.8	16.0	16.4	13.9	14.9	14.9	14.9
NBC TV — TOTAL AUDIENCE (Households (000) & %)					15,460 18.0				19,760 23.0							
NBC TV program					TV BLOOPERS & PRAC. JOKES (R)(SD)				NBC MONDAY NIGHT MOVIES A CHANGE OF SEASONS (SD)							
AVERAGE AUDIENCE (Households (000) & %)					10,820 12.6	12.1*		13.1*	11,420 13.3	12.9*		13.4*		13.5*		13.3*
SHARE OF AUDIENCE %					21	21 *		21 *	22	20 *		21 *		22 *		24 *
AVG. AUD. BY ¼ HR. %					11.5	12.7	13.1	13.2	13.0	12.8	13.3	13.5	13.6	13.5	13.4	13.2

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV — TOTAL AUDIENCE (Households (000) & %)					12,970 15.1				32,730 38.1							
ABC TV program					HARDCASTLE & MCCORMICK (R)(SD)				NFL MONDAY NIGHT FOOTBALL WASHINGTON VS DALLAS (9:00-12:07AM)(-OP)							
AVERAGE AUDIENCE (Households (000) & %)					9,110 10.6	10.2*		11.0*	17,780 20.7	19.8*		22.9*		24.2*		21.4*
SHARE OF AUDIENCE %					18	18 *		19 *	35	31 *		35 *		38 *		35 *
AVG. AUD. BY ¼ HR. %					9.8	10.5	10.5	11.5	18.3	21.2	22.8	23.1	24.2	24.2	21.3	21.4
CBS TV — TOTAL AUDIENCE (Households (000) & %)					16,150 18.8				15,120 17.6		14,430 16.8		14,520 16.9			
CBS TV program					SCARECROW & MRS. KING (R)(SD)				KATE & ALLIE (R)		NEWHART (R)(SD)		CAGNEY & LACEY (R)			
AVERAGE AUDIENCE (Households (000) & %)					12,030 14.0	13.2*		14.7*	12,890 15.0		12,890 15.0		10,570 12.3	12.5*		12.1*
SHARE OF AUDIENCE %					23	22 *		23 *	23		23		21	20 *		21 *
AVG. AUD. BY ¼ HR. %					12.9	13.5	14.6	14.8	14.6	15.5	15.4	14.6	12.7	12.2	11.9	12.3
NBC TV — TOTAL AUDIENCE (Households (000) & %)					14,690 17.1				20,530 23.9							
NBC TV program					TV BLOOPERS & PRAC. JOKES (R)(SD)				NBC MONDAY NIGHT MOVIES LOVE CHILD							
AVERAGE AUDIENCE (Households (000) & %)					9,960 11.6	11.3*		11.8*	12,970 15.1	13.1*		14.9*		16.1*		16.3*
SHARE OF AUDIENCE %					19	19 *		19 *	24	20 *		23 *		26 *		28 *
AVG. AUD. BY ¼ HR. %					10.8	11.8	12.0	11.6	12.9	13.4	14.3	15.4	16.2	16.0	16.8	15.7

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	52.0	53.1	52.8	54.5	56.9	59.3	61.0	62.0	63.3	64.2	64.1	64.1	61.7	59.6	57.4	55.1
WK. 2	53.5	54.3	55.2	56.6	58.4	61.2	62.6	63.3	64.1	65.2	65.0	64.3	61.9	60.2	58.4	56.9

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.MON. SEPT.9, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. SEPT. 3, 1985 — WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					13,830 16.1		13,490 15.7		18,730 21.8				15,630 18.2			
Program					WHO'S THE BOSS? (R)		THREE'S A CROWD (R)		← MOONLIGHTING (R)(SD) →				← MACGRUDER AND LOUD (R) →			
AVERAGE AUDIENCE (Households (000) & %)					11,420 13.3		11,850 13.8		15,030 17.5	17.2*		17.9*	11,680 13.6	13.5*		13.7*
SHARE OF AUDIENCE %					23		23		28	27 *		28 *	24	23 *		25 *
AVG. AUD. BY ¼ HR. %					12.4	14.2	13.7	14.0	16.6	17.7	18.1	17.7	13.5	13.5	13.6	13.8
CBS TV TOTAL AUDIENCE (Households (000) & %)					12,280 14.3				13,490 15.7				12,890 15.0			
Program					← CBS REPORTS-TUE WHOSE AMERICA IS IT? (SD) →				← BARBARA MANDRELL SPECIAL (R)(SD) →				← WEST 57TH →			
AVERAGE AUDIENCE (Households (000) & %)					7,900 9.2	9.0*		9.4*	9,190 10.7	10.2*		11.2*	8,680 10.1	10.2*		9.9*
SHARE OF AUDIENCE %					16	16 *		15 *	17	16 *		18 *	18	17 *		18 *
AVG. AUD. BY ¼ HR. %					9.1	8.9	9.6	9.3	9.8	10.5	10.8	11.6	10.8	9.6	10.2	9.7
NBC TV TOTAL AUDIENCE (Households (000) & %)					17,270 20.1				16,150 18.8				15,030 17.5			
Program					← A TEAM (R)(SD) →				← RIPTIDE (R) →				← REMINGTON STEELE (R) →			
AVERAGE AUDIENCE (Households (000) & %)					12,800 14.9	14.0*		15.8*	11,850 13.8	13.7*		14.0*	11,340 13.2	13.5*		12.9*
SHARE OF AUDIENCE %					25	25 *		26 *	22	22 *		22 *	23	23 *		23 *
AVG. AUD. BY ¼ HR. %					13.3	14.7	15.6	16.1	13.7	13.7	13.7	14.2	13.6	13.5	13.1	12.7

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					15,380 17.9		14,000 16.3		17,090 19.9				15,380 17.9			
Program					WHO'S THE BOSS? (R)		THREE'S A CROWD (R)		← MOONLIGHTING (R)(SD) →				← LIFES/EMBARASSING MOMENTS (R) →			
AVERAGE AUDIENCE (Households (000) & %)					13,140 15.3		12,110 14.1		12,630 14.7	15.7*		13.7*	11,080 12.9	12.4*		13.4*
SHARE OF AUDIENCE %					26		22		22	24 *		21 *	23	21 *		24 *
AVG. AUD. BY ¼ HR. %					14.7	15.8	13.9	14.3	15.8	15.5	14.9	12.5	11.6	13.2	13.7	13.0
CBS TV TOTAL AUDIENCE (Households (000) & %)					22,420 26.1								14,520 16.9			
Program					← CBS TUESDAY NIGHT MOVIES KENNY ROGERS:ADV CONTINUES, PT 2 (R)(SD) →								← WEST 57TH →			
AVERAGE AUDIENCE (Households (000) & %)					14,170 16.5	14.0*		15.2*		17.9*		18.8*	9,530 11.1	12.3*		9.9*
SHARE OF AUDIENCE %					26	24 *		24 *		27 *		29 *	20	21 *		18 *
AVG. AUD. BY ¼ HR. %					13.6	14.3	14.8	15.6	17.7	18.0	18.8	18.8	13.8	10.9	10.4	9.3
NBC TV TOTAL AUDIENCE (Households (000) & %)					14,600 17.0				13,060 15.2				15,630 18.2			
Program					← A TEAM (R)(SD) →				← RIPTIDE (R)(SD) →				← REMINGTON STEELE (R) →			
AVERAGE AUDIENCE (Households (000) & %)					10,650 12.4	11.7*		13.2*	9,710 11.3	11.3*		11.3*	11,250 13.1	12.8*		13.3*
SHARE OF AUDIENCE %					20	20 *		21 *	17	17 *		17 *	23	22 *		24 *
AVG. AUD. BY ¼ HR. %					11.4	12.0	13.4	13.0	11.0	11.5	11.5	11.0	12.5	13.2	13.4	13.3

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	51.3	52.2	52.6	54.0	56.0	58.2	59.9	61.4	62.3	63.9	64.3	63.5	60.1	58.0	56.2	54.2
WK. 2	51.7	53.7	53.8	56.1	58.5	60.4	62.4	64.4	65.4	66.3	66.4	64.6	59.3	57.6	56.0	53.6

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE. TUE. SEPT. 10, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. SEPT.4, 1985

WEEK 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)						20,010 23.3											
						← ABC MOVIE SPEC INSIDE THE THIRD REICH PT 1 (R)(SD) →											
AVERAGE AUDIENCE (Households (000) & %)						8,930 10.4	10.2*		10.4*		10.2*		10.3*		11.3*		10.0*
SHARE OF AUDIENCE	%					18	18 *		18 *		17 *		17 *		19 *		19 *
AVG. AUD. BY ¼ HR.	%					10.6	9.7	10.2	10.6	10.2	10.3	10.4	10.2	11.7	11.0	10.4	9.6
CBS TV TOTAL AUDIENCE (Households (000) & %)						12,540 14.6				20,440 23.8							
						← I HAD THREE WIVES (SUS-SD) →				← CBS WEDNESDAY NIGHT MOVIE LICENSE TO KILL (R)(SD) →							
AVERAGE AUDIENCE (Households (000) & %)						8,420 9.8	9.5*		10.1*	12,200 14.2	12.4*		13.5*		15.0*		15.8*
SHARE OF AUDIENCE	%					17	17 *		17 *	24	20 *		22 *		26 *		29 *
AVG. AUD. BY ¼ HR.	%					9.1	9.9	10.1	10.2	11.6	13.3	13.6	13.4	15.0	15.0	15.9	15.8
NBC TV TOTAL AUDIENCE (Households (000) & %)						24,050 28.0								13,660 15.9			
						← MOVIE OF THE WEEK-WED HELL TOWN (R)(SD) →								← ST. ELSEWHERE (R) →			
AVERAGE AUDIENCE (Households (000) & %)						14,770 17.2	15.3*		16.7*		18.5*		18.5*	9,960 11.6	12.0*		11.1*
SHARE OF AUDIENCE	%					29	28 *		28 *		30 *		30 *	21	21 *		21 *
AVG. AUD. BY ¼ HR.	%					14.8	15.8	16.5	16.9	18.5	18.5	18.8	18.2	12.2	11.7	11.4	10.9

WEEK 2

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)						18,210 21.2								15,120 17.6			
						← ABC MOVIE SPECIAL-WED. JOE & THE COLONEL (S)(SD) →								← HOTEL (R) →			
AVERAGE AUDIENCE (Households (000) & %)						9,450 11.0	10.0*		10.6*		11.8*		11.4*	11,000 12.8	12.4*		13.2*
SHARE OF AUDIENCE	%					18	17 *		17 *		19 *		18 *	23	21 *		25 *
AVG. AUD. BY ¼ HR.	%					10.2	9.8	10.4	10.9	11.8	11.8	11.5	11.4	12.0	12.9	13.1	13.4
CBS TV TOTAL AUDIENCE (Households (000) & %)						12,630 14.7				19,500 22.7							
						← I HAD THREE WIVES (SUS-SD) →				← CBS WEDNESDAY NIGHT MOVIE BRASS (SD) →							
AVERAGE AUDIENCE (Households (000) & %)						9,020 10.5	10.3*		10.8*	11,080 12.9	11.8*		12.4*		14.2*		13.2*
SHARE OF AUDIENCE	%					17	17 *		17 *	22	19 *		20 *		25 *		25 *
AVG. AUD. BY ¼ HR.	%					10.0	10.5	10.6	11.0	11.5	12.2	12.3	12.4	14.2	14.2	13.4	13.0
NBC TV TOTAL AUDIENCE (Households (000) & %)						18,300 21.3				18,810 21.9				14,860 17.3			
						← HIGHWAY TO HEAVEN (R)(SD) →				← HELL TOWN →				← AMERICAN ALMANAC (WED) →			
AVERAGE AUDIENCE (Households (000) & %)						13,920 16.2	15.4*		17.0*	15,200 17.7	17.6*		17.9*	9,710 11.3	12.1*		10.4*
SHARE OF AUDIENCE	%					27	26 *		27 *	28	28 *		29 *	20	21 *		20 *
AVG. AUD. BY ¼ HR.	%					14.3	16.5	16.9	17.1	17.5	17.7	18.0	17.8	13.2	11.0	11.0	9.9

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	51.4	52.3	52.8	53.5	54.5	56.5	58.0	59.3	60.6	62.2	62.3	61.7	59.5	57.1	54.8	52.4
	WK. 2	51.0	52.5	53.8	55.5	58.1	60.0	61.6	62.9	62.8	62.7	62.3	61.8	58.9	56.5	54.3	51.7

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.WED. SEPT.11, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. SEPT. 5, 1985 — WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					13,310 15.5								16,920 19.7			
Program					← ABC THURSDAY NIGHT MOVIE INSIDE THE THIRD REICH PT 2 (R)(SD) →								← 20/20 →			
AVERAGE AUDIENCE (Households (000) & %)					7,300 8.5	7.4*		8.3*		8.9*		9.5*	12,280 14.3	15.0*		13.6*
SHARE OF AUDIENCE %					14	13 *		14 *		15 *		15 *	26	26 *		26 *
AVG. AUD. BY ¼ HR. %					7.4	7.4	8.0	8.5	9.1	8.6	9.0	9.9	14.9	15.2	14.3	12.9
CBS TV TOTAL AUDIENCE (Households (000) & %)					13,920 16.2				17,700 20.6				13,060 15.2			
Program					← MAGNUM, P.I. (R)(SD) →				← SIMON & SIMON (R)(SD) →				← HOMETOWN →			
AVERAGE AUDIENCE (Households (000) & %)					9,360 10.9	9.9*		12.0*	13,310 15.5	14.3*		16.7*	9,710 11.3	11.5*		11.1*
SHARE OF AUDIENCE %					19	17 *		20 *	25	24 *		27 *	21	20 *		21 *
AVG. AUD. BY ¼ HR. %					9.5	10.3	11.8	12.1	13.4	15.2	16.5	16.8	12.0	11.1	11.0	11.3
NBC TV TOTAL AUDIENCE (Households (000) & %)					24,740 28.8		21,730 25.3		18,730 21.8		16,410 19.1		16,060 18.7			
Program					BILL COSBY SHOW (R)		FAMILY TIES (R)(SD)		CHEERS (R)		NIGHT COURT (R)		← HILL STREET BLUES (R) →			
AVERAGE AUDIENCE (Households (000) & %)					21,480 25.0		18,980 22.1		16,240 18.9		14,600 17.0		11,850 13.8	13.8*		13.8*
SHARE OF AUDIENCE %					44		38		31		28		25	24 *		26 *
AVG. AUD. BY ¼ HR. %					23.6	26.4	22.6	21.7	18.8	19.0	17.5	16.6	13.6	14.0	13.8	13.8

EVE. THU. SEPT. 12, 1985 — WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					27,320 31.8											
Program					← ABC NFL FOOTBALL SPECIAL L.A. RAIDERS VS KANSAS CITY (8:00-11:17PM) (SD)(+OP) →											
AVERAGE AUDIENCE (Households (000) & %)					12,710 14.8	10.2*		13.7*		15.0*		15.1*		17.8*		17.3*
SHARE OF AUDIENCE %					25	18 *		23 *		24 *		24 *		30 *		30 *
AVG. AUD. BY ¼ HR. %					9.9	10.5	13.3	14.1	15.0	14.9	15.3	14.9	17.7	17.9	17.5	17.1
CBS TV TOTAL AUDIENCE (Households (000) & %)					15,720 18.3				14,770 17.2				14,350 16.7			
Program					← MAGNUM, P.I. (R)(SD) →				← SIMON & SIMON (R)(SD) →				← HOMETOWN →			
AVERAGE AUDIENCE (Households (000) & %)					9,530 11.1	9.6*		12.5*	11,170 13.0	12.5*		13.5*	9,620 11.2	11.8*		10.7*
SHARE OF AUDIENCE %					18	16 *		20 *	21	20 *		22 *	20	20 *		20 *
AVG. AUD. BY ¼ HR. %					9.5	9.7	11.8	13.2	12.5	12.5	13.5	13.5	12.5	11.1	10.8	10.5
NBC TV TOTAL AUDIENCE (Households (000) & %)					24,740 28.8		19,240 22.4		18,810 21.9		18,640 21.7		17,700 20.6			
Program					BILL COSBY SHOW (R)		BACK TO NEXT SATURDAY (SD)		FAMILY TIES (R)		CHEERS (R)(SD)		← HILL STREET BLUES (R) →			
AVERAGE AUDIENCE (Households (000) & %)					21,130 24.6		15,550 18.1		16,150 18.8		16,410 19.1		12,630 14.7	14.8*		14.6*
SHARE OF AUDIENCE %					40		29		30		30		26	25 *		27 *
AVG. AUD. BY ¼ HR. %					23.0	26.2	19.6	16.6	17.7	19.8	18.9	19.3	14.9	14.8	14.9	14.4

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	48.2	49.7	50.1	52.0	55.9	57.8	58.2	59.1	59.6	60.8	61.6	61.2	57.4	56.2	54.3	52.0
WK. 2	50.9	53.9	55.4	57.8	60.0	61.9	62.6	63.4	62.7	63.4	63.1	62.3	60.5	57.4	54.3	52.5

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE. THU. SEPT. 12, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. SEPT.6, 1985

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					11,850 13.8		11,250 13.1		11,340 13.2		10,220 11.9		11,600 13.5			
Program					WEBSTER (R)(SD)		ABC SATURDAY SNEAK PEEK		BENSON (R)		OFF THE RACK (R)(SD)		← LIFES EMBARRASS MOMENTS-2 (R) →			
AVERAGE AUDIENCE (Households (000) & %)					9,960 11.6		8,760 10.2		9,450 11.0		8,420 9.8		8,420 9.8	9.7*		9.9*
SHARE OF AUDIENCE %					23		19		20		18		18	17 *		18 *
AVG. AUD. BY ¼ HR. %					11.2	11.9	10.4	10.0	10.6	11.4	9.9	9.8	9.5	9.9	9.8	10.0
CBS TV TOTAL AUDIENCE (Households (000) & %)					5,930 6.9		7,040 8.2		16,490 19.2							
Program					BUGS BUNNY'S MAD WORLD-TV (R)		NO PLACE LIKE HOME (SUS-SD)		← CBS SPECIAL MOVIE PRES. MIKE HAMMER, MARGIN FOR MURDER (R)(SD) →							
AVERAGE AUDIENCE (Households (000) & %)					4,470 5.2		5,580 6.5		10,050 11.7	11.0*		12.0*		11.9*		12.1*
SHARE OF AUDIENCE %					10		12		21	20 *		22 *		21 *		22 *
AVG. AUD. BY ¼ HR. %					5.1	5.3	6.0	6.9	10.5	11.5	12.0	11.9	11.8	12.0	12.2	12.0
NBC TV TOTAL AUDIENCE (Households (000) & %)					12,890 15.0				13,060 15.2				18,640 21.7			
Program					← KNIGHT RIDER (R)(SD) →				← MOTOWN REVUE (SD) →				← MIAMI VICE (R) →			
AVERAGE AUDIENCE (Households (000) & %)					8,590 10.0	9.2*		10.8*	9,110 10.6	10.2*		11.0*	13,740 16.0	15.6*		16.4*
SHARE OF AUDIENCE %					20	18 *		21 *	19	19 *		20 *	29	28 *		30 *
AVG. AUD. BY ¼ HR. %					8.7	9.6	10.6	10.9	10.0	10.4	10.9	11.1	15.2	16.0	16.4	16.3

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					12,630 14.7		11,510 13.4		23,970 27.9						10,220 11.9	
Program					WEBSTER (R)(SD)		MR. BELVEDERE (R)		← BARBARA WALTERS SPECIAL (SD) →						BENSON (R)	
AVERAGE AUDIENCE (Households (000) & %)					10,570 12.3		10,140 11.8		17,440 20.3	19.0*		20.6*		21.3*	9,020 10.5	
SHARE OF AUDIENCE %					24		22		35	33 *		36 *		37 *	20	
AVG. AUD. BY ¼ HR. %					11.7	13.0	11.2	12.4	18.3	19.7	20.3	21.0	22.0	20.6	10.9	10.2
CBS TV TOTAL AUDIENCE (Households (000) & %)					8,070 9.4				19,500 22.7							
Program					← SATURDAY MORNING PREVIEW (SUS-SD) →				← SPECIAL MOVIE PRSNT.-CBS THE CANNONBALL RUN (R)(SD) →							
AVERAGE AUDIENCE (Households (000) & %)					4,380 5.1	5.1*		5.0*	10,740 12.5	11.8*		13.3*		12.3*		12.7*
SHARE OF AUDIENCE %					10	10 *		9 *	22	21 *		23 *		21 *		24 *
AVG. AUD. BY ¼ HR. %					5.6	4.6	5.0	5.0	10.9	12.6	13.3	13.3	12.5	12.1	13.1	12.4
NBC TV TOTAL AUDIENCE (Households (000) & %)					14,770 17.2				9,880 11.5				15,460 18.0			
Program					← KNIGHT RIDER (R)(SD) →				← MOTOWN REVUE →				← MIAMI VICE (R) →			
AVERAGE AUDIENCE (Households (000) & %)					10,480 12.2	11.3*		13.1*	6,180 7.2	7.5*		7.0*	11,000 12.8	10.9*		14.7*
SHARE OF AUDIENCE %					23	22 *		24 *	13	13 *		12 *	23	19 *		28 *
AVG. AUD. BY ¼ HR. %					11.0	11.7	13.1	13.2	8.1	7.0	6.9	7.0	10.2	11.5	14.3	15.1

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	47.0	48.3	47.6	48.3	48.9	50.7	51.6	53.2	53.8	54.7	55.1	55.7	55.8	55.4	54.6	53.3
WK. 2	46.6	47.9	48.5	49.3	50.5	51.8	53.0	54.6	56.6	58.1	57.9	57.7	58.2	57.2	53.6	52.0

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.FRI. SEPT.13, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. SEPT.7, 1985

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)					11,420 13.3				19,500 22.7							
Program					T.J. HOOKER (R)(SD)				LOVE BOAT (R)(SD)							
AVERAGE AUDIENCE (Households (000) & %)					8,250 9.6	8.8*		10.5*	11,510 13.4	11.2*		13.5*		14.6*		14.2*
SHARE OF AUDIENCE %					19	18 *		20 *	25	21 *		25 *		27 *		28 *
AVG. AUD. BY ¼ HR. %					8.1	9.5	10.4	10.5	11.1	11.4	13.5	13.5	14.5	14.7	14.4	14.1
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	16,750 19.5									15,030 17.5						
Program	US OPEN TENNIS-SAT-3 MEN'S SEMI-FINALS 7:00-9:24PM (7:00-9:24PM)(+OP)									CBS SATURDAY NIGHT MOVIE DARK NIGHT OF THE SCARECROW (9:24-11:24PM) (R)(SD)(OP)						
AVERAGE AUDIENCE (Households (000) & %)	6,360 7.4	8.2*		7.5*		7.0*		6.4*		7,650 8.9		7.3*		8.7*		9.1*
SHARE OF AUDIENCE %	16	19 *		17 *		15 *		13 *		17		13 *		16 *		18 *
AVG. AUD. BY ¼ HR. %	8.4	8.0	7.9	7.1	7.3	6.6	6.1	6.6	8.1	6.6	6.8	7.9	8.7	8.8	8.9	9.4
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					14,690 17.1				11,940 13.9		9,450 11.0		12,890 15.0			
Program					GIMME A BREAK (R)(SD)				FACTS OF LIFE-SPECIAL (R)		OUR TIME		HUNTER (R)			
AVERAGE AUDIENCE (Households (000) & %)					10,480 12.2	11.1*		13.3*	10,910 12.7		7,990 9.3		8,930 10.4	9.9*		10.9*
SHARE OF AUDIENCE %					24	22 *		26 *	23		17		20	19 *		21 *
AVG. AUD. BY ¼ HR. %					10.1	12.0	13.0	13.6	12.5	12.9	9.5	9.1	9.8	10.0	10.5	11.2

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)					12,800 14.9								9,360 10.9			
Program					ABC MOVIE SPECIAL-SAT IN LIKE FLYNN (SD)								LOVE BOAT (R)			
AVERAGE AUDIENCE (Households (000) & %)					7,220 8.4	8.0*		8.5*		8.4*		8.5*	7,040 8.2	8.1*		8.3*
SHARE OF AUDIENCE %					15	15 *		15 *		14 *		14 *	14	14 *		15 *
AVG. AUD. BY ¼ HR. %					7.9	8.2	8.4	8.6	8.5	8.2	8.7	8.4	7.9	8.3	8.5	8.0
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					10,570 12.3				12,710 14.8							
Program					AIRWOLF (R)(SD)				CBS SATURDAY NIGHT MOVIE ILLUSIONS (R)(SD)							
AVERAGE AUDIENCE (Households (000) & %)					7,390 8.6	8.3*		8.9*	6,700 7.8	6.5*		6.9*		8.4*		9.3*
SHARE OF AUDIENCE %					16	16 *		16 *	13	11 *		12 *		14 *		16 *
AVG. AUD. BY ¼ HR. %					7.8	8.8	9.1	8.7	6.6	6.4	6.7	7.2	8.3	8.5	8.9	9.6
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					16,320 19.0		18,040 21.0		23,880 27.8		22,680 26.4		31,700 36.9			
Program					GIMME A BREAK		FACTS OF LIFE (SD)		GOLDEN GIRLS		227 (SD)		MISS AMERICA PAGEANT (10:00-12:02AM) (+OP)			
AVERAGE AUDIENCE (Households (000) & %)					14,260 16.6		16,060 18.7		21,480 25.0		20,440 23.8		20,360 23.7	23.1*		23.3*
SHARE OF AUDIENCE %					32		34		43		40		44	39 *		41 *
AVG. AUD. BY ¼ HR. %					15.8	17.3	17.9	19.6	24.6	25.4	23.6	23.9	22.9	23.4	22.9	23.6

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	44.9	45.3	45.5	46.8	49.0	50.2	51.3	52.3	53.9	54.3	54.2	53.6	53.3	52.9	51.3	51.0
WK. 2	45.5	47.7	48.8	49.8	51.4	53.4	54.6	56.0	57.8	58.3	58.8	59.3	59.9	59.1	57.1	56.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SAT. SEPT.14, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. SEPT.7, 1985

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)				3,780 4.4													
ABC TV				ABC WEEKEND REPORT-SAT.													
AVERAGE AUDIENCE (Households (000) & %)				3,690 4.3													
SHARE OF AUDIENCE	%			11													
AVG. AUD. BY ¼ HR.	%			4.3													
CBS TV TOTAL AUDIENCE (Households (000) & %)																	
CBS TV			(1)														
AVERAGE AUDIENCE (Households (000) & %)			11.2*														
SHARE OF AUDIENCE	%		23 *														
AVG. AUD. BY ¼ HR.	%	11.1	11.3														
NBC TV TOTAL AUDIENCE (Households (000) & %)				11,510 13.4													
NBC TV				← SATURDAY NIGHT (11:30-12:50AM) (SUSTAINING 12:50-1:00AM) →													
AVERAGE AUDIENCE (Households (000) & %)				6,100 7.1	8.3*		7.0*		5.2*								
SHARE OF AUDIENCE	%			21	21 *		21 *		19 *								
AVG. AUD. BY ¼ HR.	%			8.5	8.2	7.7	6.4	5.4	4.7								

WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)				3,440 4.0													
ABC TV				ABC WEEKEND REPORT-SAT.													
AVERAGE AUDIENCE (Households (000) & %)				3,350 3.9													
SHARE OF AUDIENCE	%			8													
AVG. AUD. BY ¼ HR.	%			3.9													
CBS TV TOTAL AUDIENCE (Households (000) & %)																	
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																
NBC TV TOTAL AUDIENCE (Households (000) & %)								7,990 9.3									
NBC TV		← MISS AMERICA PAGEANT (10:00-12:02AM)(OP) →						← SATURDAY NIGHT (12:33-1:52AM) (SUSTAINING 1:52-2:03AM) →									
AVERAGE AUDIENCE (Households (000) & %)			23.8*		24.8*			4,380 5.1	6.3*		4.8*		4.1*				
SHARE OF AUDIENCE	%		45 *		52 *			23	24 *		23 *		24 *				
AVG. AUD. BY ¼ HR.	%	24.2	23.4	24.7	24.9	19.0		7.1	5.7	5.0	4.6	4.2	3.8				
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	49.5	46.5	41.7	37.4	33.9	31.4	27.9	25.3	22.3	19.2	16.6	14.6	12.8	11.4	10.1	9.0
	WK. 2	53.6	51.3	48.7	46.6	38.2	33.8	28.0	24.7	22.8	19.7	17.5	16.2	14.5	13.0	11.4	10.1

U.S. TV Households: 85,900,000

(1)CBS SATURDAY NIGHT MOVIE,DARK NIGHT OF THE SCARECROW(R),CBS,(9:24-11:24PM)

For explanation of symbols, See page A

EVE.SAT. SEPT.14, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. SEPT.8, 1985

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV — TOTAL AUDIENCE (Households (000))	11,420				15,290				26,110							
TOTAL AUDIENCE (%)	13.3				17.8				30.4							
Program	RIPLEY'S BELIEVE IT-NOT (R)				WRLD FUNIEST COM'L GOOFS (R)(SD)				ABC SUNDAY NIGHT MOVIE STRIPES (9:00-11:05PM) (R)(SD)							
AVERAGE AUDIENCE (Households (000))	7,560				10,910				16,320							
AVERAGE AUDIENCE (%)	8.8	8.4*		9.2*	12.7	12.2*		13.2*	19.0	17.5*		20.1*		19.6*		18.6*
SHARE OF AUDIENCE %	17	16 *		17 *	21	21 *		21 *	31	28 *		31 *		32 *		32 *
AVG. AUD. BY ¼ HR. %	8.1	8.7	9.1	9.3	11.7	12.7	13.2	13.3	16.4	18.6	19.9	20.2	19.8	19.3	19.1	18.2
CBS TV — TOTAL AUDIENCE (Households (000))	21,480				21,220				24,140							
TOTAL AUDIENCE (%)	25.0				24.7				28.1							
Program	60 MINUTES (7:02-8:02PM) (OP)(→OP)				MURDER, SHE WROTE (8:02-9:02PM) (R)(SD)(OP)(→OP)				CBS SPEC MOVIE PRESENT KENNY ROGERS:ADV CONTINUES, PT 1 (9:02-11:02PM) (R)(SD)(OP)(→OP)							
AVERAGE AUDIENCE (Households (000))	14,520				16,150				16,060							
AVERAGE AUDIENCE (%)	16.9	15.2*		18.3*	18.8	17.8*		19.6*	18.7	17.5*		18.0*		19.1*		20.2*
SHARE OF AUDIENCE %	32	29 *		34 *	31	31 *		32 *	30	28 *		28 *		31 *		35 *
AVG. AUD. BY ¼ HR. %	13.5	16.6	17.6	19.1	17.7	17.9	18.8	20.5	17.5	17.4	17.8	18.2	18.9	19.3	19.8	20.7
NBC TV — TOTAL AUDIENCE (Households (000))	6,790		7,650		14,260				19,160							
TOTAL AUDIENCE (%)	7.9		8.9		16.6				22.3							
Program	PUNKY BREWSTER (7:13-7:30PM) (R)(OP)		SILVER SPOONS (R)		OCEANQUEST (SD)				NBC SUNDAY NIGHT MOVIE THE ROAD WARRIOR (R)(SD)							
AVERAGE AUDIENCE (Households (000))	6,100		6,530		9,790				10,650							
AVERAGE AUDIENCE (%)	7.1		7.6		11.4	11.0*		11.8*	12.4	12.6*		12.7*		12.4*		12.1*
SHARE OF AUDIENCE %	14		14		19	19 *		19 *	20	20 *		20 *		20 *		21 *
AVG. AUD. BY ¼ HR. %	8.0	6.9	7.1	8.1	10.6	11.5	12.0	11.6	12.4	12.8	13.0	12.4	12.7	12.1	12.3	11.9

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV — TOTAL AUDIENCE (Households (000))	10,050				17,780				25,250							
TOTAL AUDIENCE (%)	11.7				20.7				29.4							
Program	RIPLEY'S BELIEVE IT-NOT (R)				ABC ALL-STAR SPECTACULAR (SD)				ABC SUNDAY NIGHT MOVIE LADY BLUE (9:00-10:55PM) (R)(SD)							
AVERAGE AUDIENCE (Households (000))	6,610				10,910				16,490							
AVERAGE AUDIENCE (%)	7.7	7.0*		8.4*	12.7	11.8*		13.6*	19.2	17.8*		19.2*		20.2*		19.6*
SHARE OF AUDIENCE %	14	13 *		15 *	20	19 *		21 *	31	28 *		30 *		33 *		34 *
AVG. AUD. BY ¼ HR. %	6.5	7.5	8.1	8.6	11.2	12.5	13.1	14.1	17.4	18.3	18.8	19.7	20.1	20.4	20.4	18.4
CBS TV — TOTAL AUDIENCE (Households (000))		25,770				28,350										
TOTAL AUDIENCE (%)		30.0				33.0										
Program	(1) (→OP)	60 MINUTES (7:17-8:17PM) (OP)(→OP)				SPECIAL MOVIE PRESNT-SUN. DEATH OF A SALESMAN (8:17-11:05PM) (SD)(OP)(→OP)										
AVERAGE AUDIENCE (Households (000))		16,840				12,460										
AVERAGE AUDIENCE (%)		19.6		19.0*		14.5		15.6*		14.0*		14.0*		13.8*		13.9*
SHARE OF AUDIENCE %		35		34 *		23		24 *		22 *		22 *		22 *		24 *
AVG. AUD. BY ¼ HR. %	14.2	17.6	18.6	19.4	22.5	17.8	16.3	15.0	14.1	13.9	13.9	14.2	14.1	13.6	13.2	14.6
NBC TV — TOTAL AUDIENCE (Households (000))	9,530		11,510		17,010				17,950							
TOTAL AUDIENCE (%)	11.1		13.4		19.8				20.9							
Program	PUNKY BREWSTER		SILVER SPOONS		OCEANQUEST (SD)				NBC SUNDAY NIGHT MOVIE SECRETS OF A MARRIED MAN (9:00-10:55PM) (R)							
AVERAGE AUDIENCE (Households (000))	7,300		9,620		11,000				9,960							
AVERAGE AUDIENCE (%)	8.5		11.2		12.8	11.4*		14.1*	11.6	10.3*		11.1*		12.2*		12.9*
SHARE OF AUDIENCE %	16		20		20	19 *		22 *	19	16 *		18 *		20 *		23 *
AVG. AUD. BY ¼ HR. %	7.5	9.4	10.4	12.0	9.8	13.0	14.3	14.0	10.2	10.5	10.8	11.4	11.8	12.5	13.0	12.9

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	51.9	51.8	53.4	55.3	57.0	59.3	60.5	62.3	62.6	63.9	64.8	63.7	61.6	59.9	58.8	56.8
WK. 2	51.8	53.2	55.0	57.3	60.5	61.9	63.5	64.3	64.0	64.1	64.0	62.8	61.4	60.7	58.5	54.3

U.S. TV Households: 85,900,000

For explanation of symbols, see page A.

(1)CBS NFL FOOTBALL GAME 2,CBS,MULTI-SEGMENT TELECAST,VARIOUS TEAMS AND TIMES~

EVE.SUN. SEPT.15, 1985

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			3,950 4.6													
	(1)			(2)												
AVERAGE AUDIENCE (Households (000) & %)			3,690 4.3													
SHARE OF AUDIENCE %			16													
AVG. AUD. BY ¼ HR. %	19.3		4.2	4.3												
CBS TV TOTAL AUDIENCE (Households (000) & %)	6,180 7.2															
	(3) OP															
AVERAGE AUDIENCE (Households (000) & %)	6,010 7.0															
SHARE OF AUDIENCE %	14															
AVG. AUD. BY ¼ HR. %	7.1	6.4														
NBC TV TOTAL AUDIENCE (Households (000) & %)					860 1.0											
					G MICHAELS SPORTS MACHINE											
AVERAGE AUDIENCE (Households (000) & %)					860 1.0											
SHARE OF AUDIENCE %					4											
AVG. AUD. BY ¼ HR. %					1.0											

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			2,750 3.2													
			ABC WEEKEND REPORT-SUN.													
AVERAGE AUDIENCE (Households (000) & %)			2,830 3.3													
SHARE OF AUDIENCE %			14													
AVG. AUD. BY ¼ HR. %			3.3													
CBS TV TOTAL AUDIENCE (Households (000) & %)	4,300 5.0															
	CBS SUNDAY NEWS-OSGOOD (11:11-11:26PM)															
AVERAGE AUDIENCE (Households (000) & %)	4,120 4.8															
SHARE OF AUDIENCE %	15															
AVG. AUD. BY ¼ HR. %	5.2	4.6														
NBC TV TOTAL AUDIENCE (Households (000) & %)					1,120 1.3											
					G MICHAELS SPORTS MACHINE											
AVERAGE AUDIENCE (Households (000) & %)					1,120 1.3											
SHARE OF AUDIENCE %					5											
AVG. AUD. BY ¼ HR. %					1.3											
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	51.1	43.4	35.3	30.0	25.5	23.5	20.4	17.9	15.9	14.2	11.5	9.9	8.6	7.8	7.0	6.4
WK. 2	48.0	42.6	34.7	29.7	25.6	22.2	19.8	17.6	15.8	13.9	11.9	10.1	9.0	8.0	7.6	7.1

U.S. TV Households: 85,900,000

(1)ABC SUNDAY NIGHT MOVIE,STRIPES(R),ABC,(9:00-11:05PM)
(2)ABC WEEKEND REPORT-SUN.,ABC,(11:44-11:59PM) (3)CBS SUNDAY NEWS-OSGOOD,CBS,(11:02-11:17PM)

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT.2-6, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			4,900 5.7				4,980 5.8									
			← GOOD MORNING, AMERICA-730 → (CO-OP) (PARTICIPATING) (TU-F)(OP)				← GOOD MORNING, AMERICA-830 → (CO-OP) (PARTICIPATING) (TU-F)(OP)											
		AVERAGE AUDIENCE (Households (000) & %)			3,780 4.4				4,380 5.1									
		SHARE OF AUDIENCE %			24				25									
		AVG. AUD. BY ¼ HR. %			4.4	4.5			5.0	5.2								
	CBS TV	TOTAL AUDIENCE (Households (000) & %)			2,830 3.3				2,830 3.3						4,120 4.8		2,920 3.4	
					CBS MORNING NEWS 1 (TU-F)(OP)				CBS MORNING NEWS 2 (TU-F)(OP)						$25,000 PYRAMID		PRESS YOUR LUCK (TU-F)(OP)	
		AVERAGE AUDIENCE (Households (000) & %)			2,150 2.5				2,150 2.5						3,260 3.8		2,410 2.8	
		SHARE OF AUDIENCE %			14				12						16		13	
		AVG. AUD. BY ¼ HR. %			2.4	2.6			2.5	2.5					3.8	3.9	2.7	2.9
	NBC TV	TOTAL AUDIENCE (Households (000) & %)			4,120 4.8				4,550 5.3						3,260 3.8		4,550 5.3	
			← TODAY SHOW-7.30AM → (CO-OP) (PARTICIPATING)				← TODAY SHOW-8.30AM → (CO-OP) (PARTICIPATING)						SILVER SPOONS M-F		SALE OF THE CENTURY	
		AVERAGE AUDIENCE (Households (000) & %)			3,180 3.7				3,610 4.2						2,660 3.1		3,690 4.3	
		SHARE OF AUDIENCE %			20				19						13		18	
		AVG. AUD. BY ¼ HR. %			3.8	3.7			4.2	4.3					2.9	3.4	4.1	4.6
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)			4,810 5.6				4,720 5.5									
			← GOOD MORNING, AMERICA-730 → (CO-OP) (PARTICIPATING) >(OP)				← GOOD MORNING, AMERICA-830 → (CO-OP) (PARTICIPATING)								(SUS-OP)	
		AVERAGE AUDIENCE (Households (000) & %)			3,780 4.4				3,870 4.5									
		SHARE OF AUDIENCE %			24				22									
		AVG. AUD. BY ¼ HR. %			4.5	5.6			4.4	4.4								
	CBS TV	TOTAL AUDIENCE (Households (000) & %)			2,750 3.2				3,350 3.9						4,640 5.4		3,260 3.8	
					CBS MORNING NEWS 1 >(OP)				CBS MORNING NEWS 2						$25,000 PYRAMID		PRESS YOUR LUCK >(SUS-OP)	
		AVERAGE AUDIENCE (Households (000) & %)			2,150 2.5				2,580 3.0						3,780 4.4		2,830 3.3	
		SHARE OF AUDIENCE %			13				14						20		15	
		AVG. AUD. BY ¼ HR. %			2.5	2.5			2.9	3.1					4.2	4.5	3.2	3.4
	NBC TV	TOTAL AUDIENCE (Households (000) & %)			4,810 5.6				4,900 5.7						2,410 2.8		4,040 4.7	
			← TODAY SHOW-7.30AM → (CO-OP) (PARTICIPATING)>(OP)				← TODAY SHOW-8.30AM → (CO-OP) (PARTICIPATING)						SILVER SPOONS M-F		SALE OF THE CENTURY >(SUS-OP)	
		AVERAGE AUDIENCE (Households (000) & %)			3,610 4.2				3,950 4.6						1,980 2.3		3,440 4.0	
		SHARE OF AUDIENCE %			23				22						10		18	
		AVG. AUD. BY ¼ HR. %			4.4	4.1			4.6	4.7					2.2	2.5	3.9	4.1
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	11.8	13.5	15.2	17.1	18.5	19.7	20.1	20.9	21.7	23.0	23.5	23.9	24.0	24.3	24.5	24.7
		WK. 2	12.1	13.9	15.3	16.7	18.7	19.9	19.8	20.0	20.9	21.9	22.0	22.1	22.1	22.3	22.2	22.3

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT.9-13, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT.2-6, 1985

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000))	2,750		2,490		3,440		4,380		9,020				8,500			
	TOTAL AUDIENCE (%)	3.2		2.9		4.0		5.1		10.5				9.9			
	Program	ANGIE (TU-F)(OP)		ALL STAR BLITZ (TU-F)(OP)		RYAN'S HOPE (TU-F)(OP)		LOVING (TU-F)(OP)		← ALL MY CHILDREN (TU-F)(OP) →				← ONE LIFE TO LIVE (TU-F)(OP)(SD) →			
	AVERAGE AUDIENCE (Households (000))	2,230		2,060		2,830		3,690		6,790				6,360			
	AVERAGE AUDIENCE (%)	2.6		2.4		3.3		4.3		7.9	7.4*		8.5*	7.4	7.3*		7.4*
	SHARE OF AUDIENCE %	12		11		14		17		29	27 *		31 *	28	27 *		28 *
	AVG. AUD. BY ¼ HR. %	2.6	2.5	2.4	2.4	3.2	3.4	4.1	4.5	7.0	7.9	8.4	8.5	7.4	7.2	7.3	7.5
CBS TV	TOTAL AUDIENCE (Households (000))	5,240		6,870				9,020				6,360				4,380	
	TOTAL AUDIENCE (%)	6.1		8.0				10.5				7.4				5.1	
	Program	PRICE IS RIGHT 1 (TU-TH)(S)(OP)		PRICE IS RIGHT 2 (TU-TH)(S)(OP)(SD)				← YOUNG AND THE RESTLESS (TU-TH)(S)(OP) →				← AS THE WORLD TURNS (TU-TH)(S)(OP) →				CAPITOL (TU-TH)(S)(OP)	
	AVERAGE AUDIENCE (Households (000))	4,380		5,670				6,700				4,980				3,950	
	AVERAGE AUDIENCE (%)	5.1		6.6				7.8	7.5*		8.0*	5.8	5.6*		5.9*	4.6	
	SHARE OF AUDIENCE %	24		30				30	29 *		30 *	21	20 *		22 *	17	
	AVG. AUD. BY ¼ HR. %	4.9	5.4	6.4	6.7			7.3	7.7	7.9	8.1	5.7	5.6	6.0	5.9	4.5	4.6
NBC TV	TOTAL AUDIENCE (Households (000))	6,790		4,810		3,610		2,750		7,220				5,670			
	TOTAL AUDIENCE (%)	7.9		5.6		4.2		3.2		8.4				6.6			
	Program	WHEEL OF FORTUNE (TU-F)(OP)		SCRABBLE (TU-F)(OP)		SUPER PASSWORD		SEARCH FOR TOMORROW		← DAYS OF OUR LIVES (TU-F)(OP) →				← ANOTHER WORLD (TU-F)(OP)(SD) →			
	AVERAGE AUDIENCE (Households (000))	5,670		4,120		3,010		2,230		5,410				4,120			
	AVERAGE AUDIENCE (%)	6.6		4.8		3.5		2.6		6.3	6.1*		6.5*	4.8	4.7*		4.8*
	SHARE OF AUDIENCE %	30		22		13		9		23	23 *		24 *	18	17 *		18 *
	AVG. AUD. BY ¼ HR. %	6.4	6.7	4.9	4.7	3.5	3.4	2.7	2.6	5.9	6.3	6.4	6.5	4.7	4.7	4.8	4.9

WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000))	2,580		2,580		3,010		3,870		8,590				8,250			
	TOTAL AUDIENCE (%)	3.0		3.0		3.5		4.5		10.0				9.6			
	Program	ANGIE		ALL STAR BLITZ		RYAN'S HOPE		LOVING		← ALL MY CHILDREN →				← ONE LIFE TO LIVE (SD) →			
	AVERAGE AUDIENCE (Households (000))	2,150		2,150		2,490		3,260		6,440				6,180			
	AVERAGE AUDIENCE (%)	2.5		2.5		2.9		3.8		7.5	6.9*		8.0*	7.2	7.1*		7.2*
	SHARE OF AUDIENCE %	11		11		12		15		27	25 *		28 *	27	26 *		27 *
	AVG. AUD. BY ¼ HR. %	2.5	2.5	2.5	2.5	2.8	3.1	3.6	4.0	6.5	7.4	8.1	8.0	7.1	7.1	7.1	7.4
CBS TV	TOTAL AUDIENCE (Households (000))	5,240		6,700				9,190				6,610				4,720	
	TOTAL AUDIENCE (%)	6.1		7.8				10.7				7.7				5.5	
	Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →				CAPITOL	
	AVERAGE AUDIENCE (Households (000))	4,550		5,670				6,870				5,150				4,300	
	AVERAGE AUDIENCE (%)	5.3		6.6				8.0	7.8*		8.2*	6.0	6.0*		6.1*	5.0	
	SHARE OF AUDIENCE %	24		30				31	31 *		31 *	22	21 *		22 *	19	
	AVG. AUD. BY ¼ HR. %	5.1	5.5	6.2	6.9			7.7	7.8	8.1	8.3	6.0	5.9	6.1	6.0	4.9	5.1
NBC TV	TOTAL AUDIENCE (Households (000))	6,360		4,470		3,610		2,580		6,870				5,670			
	TOTAL AUDIENCE (%)	7.4		5.2		4.2		3.0		8.0				6.6			
	Program	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		← DAYS OF OUR LIVES →				← ANOTHER WORLD (SD) →			
	AVERAGE AUDIENCE (Households (000))	5,410		3,870		3,090		2,150		5,330				4,380			
	AVERAGE AUDIENCE (%)	6.3		4.5		3.6		2.5		6.2	6.0*		6.5*	5.1	5.1*		5.1*
	SHARE OF AUDIENCE %	28		20		15		10		22	22 *		23 *	19	19 *		19 *
	AVG. AUD. BY ¼ HR. %	6.1	6.5	4.4	4.4	3.5	3.7	2.5	2.6	5.8	6.1	6.5	6.6	5.1	5.1	5.1	5.1

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	24.6	25.0	24.9	25.6	26.9	27.9	28.3	28.6	28.7	29.2	29.1	29.4	29.1	29.6	29.4	29.7
WK. 2	22.4	22.7	22.2	22.8	24.0	25.2	25.6	26.3	26.8	27.4	27.7	27.9	27.5	27.8	27.2	28.0

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT.2-6, 1985

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	10,310														9,710	
	12.0														11.3	
Program	← GENERAL HOSPITAL (TU-F)(OP) →														ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Households (000) & %)	7,900														8,330	
	9.2	9.2*		9.3*											9.7	
SHARE OF AUDIENCE %	31	32 *		31 *											20	
AVG. AUD. BY ¼ HR. %	9.0	9.4	9.5	9.1											9.7	9.6
CBS TV TOTAL AUDIENCE (Households (000) & %)	6,610				2,150										10,650	
	7.7				2.5										12.4	
Program	← GUIDING LIGHT (TU-TH)(SD) (S)(OP) →				BODY LANGUAGE (TU-TH)(S)(OP)	← (S)(OP) →									CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Households (000) & %)	5,330				1,550										9,110	
	6.2	6.1*		6.4*	1.8										10.6	
SHARE OF AUDIENCE %	21	21 *		21 *	6										22	
AVG. AUD. BY ¼ HR. %	6.0	6.3	6.4	6.3	1.8	1.8									10.7	10.5
NBC TV TOTAL AUDIENCE (Households (000) & %)	4,720														9,620	
	5.5														11.2	
Program	← SANTA BARBARA →														NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Households (000) & %)	3,440														8,160	
	4.0	3.9*		4.1*											9.5	
SHARE OF AUDIENCE %	13	13 *		13 *											20	
AVG. AUD. BY ¼ HR. %	3.9	3.8	4.0	4.1											9.4	9.6

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	9,190														10,220	
	10.7														11.9	
Program	← GENERAL HOSPITAL →				← (S)(OP) →										ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Households (000) & %)	7,130														8,590	
	8.3	8.3*		8.3*											10.0	
SHARE OF AUDIENCE %	28	29 *		28 *											21	
AVG. AUD. BY ¼ HR. %	8.2	8.4	8.4	8.3											9.7	10.2
CBS TV TOTAL AUDIENCE (Households (000) & %)	7,390				2,320										11,250	
	8.6				2.7										13.1	
Program	← GUIDING LIGHT (SD) →				BODY LANGUAGE										CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Households (000) & %)	5,840				1,890										9,790	
	6.8	6.6*		7.0*	2.2										11.4	
SHARE OF AUDIENCE %	23	23 *		23 *	7										23	
AVG. AUD. BY ¼ HR. %	6.5	6.8	7.1	6.9	2.2	2.3									11.3	11.5
NBC TV TOTAL AUDIENCE (Households (000) & %)	4,980														9,790	
	5.8														11.4	
Program	← SANTA BARBARA →														NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Households (000) & %)	3,440														8,330	
	4.0	3.9*		4.1*											9.7	
SHARE OF AUDIENCE %	14	14 *		14 *											20	
AVG. AUD. BY ¼ HR. %	4.0	3.9	4.0	4.3											9.6	9.8
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	30.1	31.0	31.2	32.2	32.3	33.7	34.3	35.3	36.8	38.6	39.8	41.6	44.6	46.4	47.8	48.8
WK. 2	28.6	29.6	30.2	30.9	30.5	32.4	33.6	35.4	36.8	39.1	40.5	42.6	44.9	46.7	48.0	49.6

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT.9-13, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT.7, 1985

WEEK 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)						3,520 4.1		5,330 6.2		6,010 7.0		6,270 7.3		6,610 7.7		6,270 7.3	
ABC TV program						BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		EWOKS		DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)		13 GHOSTS OF SCOOBY-DOO	
AVERAGE AUDIENCE (Households (000) & %)						2,410 2.8		4,120 4.8		5,240 6.1		5,500 6.4		5,500 6.4		5,150 6.0	
SHARE OF AUDIENCE	%					21		26		27		25		23		21	
AVG. AUD. BY ¼ HR.	%					2.7	2.8	4.6	5.1	5.8	6.4	6.5	6.4	6.4	6.4	5.8	6.2
CBS TV TOTAL AUDIENCE (Households (000) & %)						2,230 2.6		3,950 4.6		4,980 5.8		4,380 5.1		5,150 6.0			
CBS TV program						BISKITTS (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		← SATURDAY SUPERCADE →			
AVERAGE AUDIENCE (Households (000) & %)						1,890 2.2		3,260 3.8		3,870 4.5		3,610 4.2		3,010 3.5	3.5*		3.6*
SHARE OF AUDIENCE	%					16		20		20		16		12	13 *		12 *
AVG. AUD. BY ¼ HR.	%					2.0	2.5	3.4	4.2	4.1	4.9	4.1	4.3	3.7	3.3	3.8	3.4
NBC TV TOTAL AUDIENCE (Households (000) & %)						2,410 2.8		3,180 3.7		4,720 5.5		6,960 8.1		8,250 9.6		7,900 9.2	
NBC TV program						SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
AVERAGE AUDIENCE (Households (000) & %)						1,890 2.2		2,580 3.0		4,040 4.7		5,580 6.5		6,960 8.1		6,610 7.7	
SHARE OF AUDIENCE	%					16		16		21		25		29		27	
AVG. AUD. BY ¼ HR.	%					1.8	2.5	2.7	3.3	4.4	4.9	6.3	6.8	8.0	8.2	7.6	7.7

WEEK 2

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)						2,920 3.4		4,550 5.3		4,810 5.6		4,900 5.7		5,410 6.3		4,120 4.8	
ABC TV program						BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		EWOKS		DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)		13 GHOSTS OF SCOOBY-DOO	
AVERAGE AUDIENCE (Households (000) & %)						2,320 2.7		3,440 4.0		3,870 4.5		3,950 4.6		4,380 5.1		3,350 3.9	
SHARE OF AUDIENCE	%					18		20		19		17		18		13	
AVG. AUD. BY ¼ HR.	%					2.4	2.9	3.8	4.3	4.6	4.5	4.2	5.1	5.0	5.1	3.8	4.0
CBS TV TOTAL AUDIENCE (Households (000) & %)						3,690 4.3		5,240 6.1		6,610 7.7				7,820 9.1			
CBS TV program						BERENSTAIN BEARS (SD)		WUZZLES (SD)		← MUPPET BABIES & MONSTERS →				← ROCK N WRESTLING →			
AVERAGE AUDIENCE (Households (000) & %)						3,010 3.5		4,300 5.0		4,210 4.9	5.1*		4.6*	4,810 5.6	4.9*		6.2*
SHARE OF AUDIENCE	%					23		25		19	21 *		17 *	20	17 *		21 *
AVG. AUD. BY ¼ HR.	%					3.1	3.9	4.8	5.1	5.1	5.2	4.8	4.5	4.9	5.0	6.1	6.3
NBC TV TOTAL AUDIENCE (Households (000) & %)						3,610 4.2		5,240 6.1		7,390 8.6		9,620 11.2		9,880 11.5		9,190 10.7	
NBC TV program						SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
AVERAGE AUDIENCE (Households (000) & %)						2,660 3.1		4,210 4.9		6,440 7.5		7,900 9.2		8,680 10.1		7,900 9.2	
SHARE OF AUDIENCE	%					20		24		32		35		36		32	
AVG. AUD. BY ¼ HR.	%					2.6	3.6	4.3	5.4	7.2	7.8	8.9	9.5	10.0	10.2	9.2	9.1

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	7.1	8.8	10.0	12.0	13.9	16.5	19.1	21.1	23.2	24.9	26.3	27.3	27.5	28.5	28.9	29.7
	WK. 2	8.5	9.5	11.3	13.3	15.2	17.9	20.3	22.2	23.8	25.4	26.9	27.9	28.9	28.7	28.5	29.0

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SAT. SEPT.14, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 7, 1985

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	6,010 7.0		5,670 6.6		5,580 6.5		4,040 4.7									
Program	SCOOBY'S MYSTERY FUNHOUSE (SD)		LITTLES		ABC WEEKEND SPECIALS ADV. OF CON SAWYER-HUCKLEMARY FINN PT 1		← AMERICAN BANDSTAND →									
AVERAGE AUDIENCE (Households (000) & %)	4,980 5.8		4,980 5.8		4,470 5.2		2,410 2.8	2.9*		2.7*						
SHARE OF AUDIENCE %	20		20		17		9	9 *		9 *						
AVG. AUD. BY ¼ HR. %	6.2	5.4	5.6	6.1	5.3	5.0	2.9	2.8	2.8	2.6						
CBS TV TOTAL AUDIENCE (Households (000) & %)	3,950 4.6		4,470 5.2		15,720 18.3											
Program	CBS STORYBREAK(B)		LAND OF THE LOST(B) (SD)		← US OPEN TENNIS-SAT-1 MEN'S SEMI-FINALS 12:00-4:00PM (12:00-4:00PM)											
AVERAGE AUDIENCE (Households (000) & %)	3,440 4.0		3,440 4.0		5,410 6.3	4.8*		5.1*		5.4*		6.0*		6.6*		7.1*
SHARE OF AUDIENCE %	14		14		20	16 *		17 *		18 *		20 *		21 *		21 *
AVG. AUD. BY ¼ HR. %	3.7	4.4	3.9	4.1	4.8	4.7	4.9	5.3	5.5	5.3	5.6	6.3	6.5	6.7	6.7	7.6
NBC TV TOTAL AUDIENCE (Households (000) & %)	5,840 6.8		5,150 6.0		4,470 5.2		4,550 5.3									
Program	KIDD VIDEO		MR. T		SPIDERMAN AND FRIENDS (SD)		INCREDIBLE HULK									
AVERAGE AUDIENCE (Households (000) & %)	5,150 6.0		4,550 5.3		3,690 4.3		3,780 4.4									
SHARE OF AUDIENCE %	21		18		14		14									
AVG. AUD. BY ¼ HR. %	6.1	5.8	5.2	5.5	4.3	4.2	4.2	4.7								

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	4,380 5.1		4,470 5.2		3,690 4.3		3,780 4.4									
Program	SCOOBY'S MYSTERY FUNHOUSE (SD)		LITTLES		ABC WEEKEND SPECIALS ADV. OF CON SAWYER-HUCKLEMARY FINN PT 2		← AMERICAN BANDSTAND →									
AVERAGE AUDIENCE (Households (000) & %)	3,610 4.2		3,690 4.3		3,180 3.7		2,150 2.5	2.4*		2.6*						
SHARE OF AUDIENCE %	14		15		13		8	8 *		9 *						
AVG. AUD. BY ¼ HR. %	4.3	4.1	4.1	4.5	3.8	3.6	2.3	2.5	2.5	2.6						
CBS TV TOTAL AUDIENCE (Households (000) & %)	5,410 6.3		4,900 5.7		3,690 4.3		3,520 4.1		3,690 4.3		13,490 15.7					
Program	CBS STORYBREAK		DUNGEONS AND DRAGONS (SD)		LAND OF THE LOST (SD)		CHARLIE BROWN&SNOOPY SHOW (SD)		GET ALONG GANG (SD)		← CBS COLLEGE FOOTBALL NOTRE DAME VS MICHIGAN (1:35-4:52PM)(SD)					
AVERAGE AUDIENCE (Households (000) & %)	4,380 5.1		4,120 4.8		2,920 3.4		2,830 3.3		3,090 3.6		4,810 5.6	4.9*		5.9*		5.9*
SHARE OF AUDIENCE %	18		16		12		11		12		18	16 *		19 *		20 *
AVG. AUD. BY ¼ HR. %	4.9	5.4	4.9	4.7	3.5	3.3	3.2	3.4	3.5	3.7	4.4	5.3	5.8	6.0	6.0	5.8
NBC TV TOTAL AUDIENCE (Households (000) & %)	8,250 9.6		6,180 7.2		4,810 5.6		4,550 5.3		6,610 7.7							
Program	ALVIN AND THE CHIPMUNKS (SD)		KIDD VIDEO (SD)		MR. T		SPIDERMAN AND FRIENDS		← IAAF GRAND PRIX TRACK CHP →							
AVERAGE AUDIENCE (Households (000) & %)	6,960 8.1		5,410 6.3		4,040 4.7		3,950 4.6		2,320 2.7	3.3*		2.6*		2.5*		2.4*
SHARE OF AUDIENCE %	28		21		16		15		9	11 *		8 *		8 *		8 *
AVG. AUD. BY ¼ HR. %	8.3	7.9	6.4	6.2	4.7	4.8	4.6	4.6	3.6	3.1	2.8	2.4	2.4	2.5	2.4	2.5
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	29.4	28.6	28.9	30.3	30.9	31.7	31.3	31.7	30.7	31.0	30.6	30.8	31.4	32.6	33.3	34.3
WK. 2	28.7	29.7	29.6	30.3	29.2	29.9	30.1	30.9	29.1	30.3	31.2	31.7	31.5	31.3	30.6	30.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SAT. SEPT. 14, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT.7, 1985

		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1 — ABC TV	TOTAL AUDIENCE (Households (000))	4,380	14,690														6,870
	TOTAL AUDIENCE (%)	5.1	17.1														8.0
	Program	(1) (-OP)	CFA COLLEGE FOOTBALL GAME FLORIDA STATE VS NEBRASKA (3:25-6:45PM)(OP)														CFA COLLEGE FOOTBALL POST
	AVERAGE AUDIENCE (Households (000))	3,610	6,180														6,530
	AVERAGE AUDIENCE (%)	4.2	7.2		6.3*		7.0*		7.0*		6.8*		7.4*		8.5*	8.0*	7.6
	SHARE OF AUDIENCE %	12	19		18 *		20 *		20 *		19 *		20 *		20 *	19 *	18
	AVG. AUD. BY ¼ HR. %	4.0	5.2	5.9	6.7	6.9	7.1	7.0	7.0	6.8	6.8	7.3	7.5	8.5	8.5	8.0	7.6
WEEK 1 — CBS TV	TOTAL AUDIENCE (Households (000))					15,460											
	TOTAL AUDIENCE (%)					18.0											
	Program	US OPEN TENNIS-SAT-1 MEN'S SEMI-FINALS 12:00-4:00PM (12:00-4:00PM)				US OPEN TENNIS-SAT-2 WOMEN'S CHAMPIONSHIP FINALS 4:00-7:00PM (4:00-7:00PM)											
	AVERAGE AUDIENCE (Households (000))					6,270											
	AVERAGE AUDIENCE (%)		7.5*		7.5*	7.3	6.3*		6.2*		7.3*		7.1*		8.0*		8.9*
	SHARE OF AUDIENCE %		22 *		22 *	19	18 *		18 *		20 *		19 *		19 *		21 *
	AVG. AUD. BY ¼ HR. %	7.7	7.3	7.3	7.7	6.8	5.8	6.1	6.4	7.3	7.2	6.9	7.3	8.0	8.1	9.3	8.5
WEEK 1 — NBC TV	TOTAL AUDIENCE (Households (000))	3,950	15,120													8,330	
	TOTAL AUDIENCE (%)	4.6	17.6													9.7	
	Program	(2) (-OP)	NBC MAJOR LEAGUE BASEBALL NEW YORK METS VS LOS ANGELES (3:19-6:41PM)(OP)(-OP)													NBC NIGHTLY NEWS-SAT. (6:41-7:00PM)(OP)	
	AVERAGE AUDIENCE (Households (000))	3,440	5,330													7,470	
	AVERAGE AUDIENCE (%)	4.0	6.2		4.4*		5.7*		6.0*		6.7*		7.0*		7.7*	8.7	
	SHARE OF AUDIENCE %	12	17		13 *		16 *		17 *		19 *		19 *		19 *	20	
	AVG. AUD. BY ¼ HR. %	4.0	4.2	4.4	4.4	5.4	5.9	6.0	6.0	6.4	7.0	7.0	7.0	7.3	8.1	7.5	9.0

DAY SAT. SEPT.14, 1985

		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 2 — ABC TV	TOTAL AUDIENCE (Households (000))	2,750	15,720														
	TOTAL AUDIENCE (%)	3.2	18.3														
	Program	(3) (-OP)	CFA COLLEGE FOOTBALL GAME UCLA VS TENNESSEE WASHINGTON VS BYU MULTI-SEGMENT TELECAST(OP)(SD)														
	AVERAGE AUDIENCE (Households (000))	2,320	5,410														
	AVERAGE AUDIENCE (%)	2.7	6.3		4.0*		4.4*		4.8*		6.5*		7.7*		8.8*		9.0*
	SHARE OF AUDIENCE %	9	18		13 *		13 *		14 *		19 *		22 *		23 *		22 *
	AVG. AUD. BY ¼ HR. %	2.7	3.5	4.0	4.1	4.4	4.5	4.5	5.3	6.6	6.5	7.2	8.1	8.5	9.1	9.0	8.7
WEEK 2 — CBS TV	TOTAL AUDIENCE (Households (000))									5,070						7,820	
	TOTAL AUDIENCE (%)									5.9						9.1	
	Program	CBS COLLEGE FOOTBALL NOTRE DAME VS MICHIGAN (1:35-4:52PM)(SD)								CBS SPORTS SPECIAL SAT						CBS SAT. NEWS-SCHIEFFER	
	AVERAGE AUDIENCE (Households (000))									2,580						6,270	
	AVERAGE AUDIENCE (%)		5.1*		5.1*		6.1*		6.5*	3.0	2.7*		3.4*			7.3	
	SHARE OF AUDIENCE %		17 *		16 *		18 *		19 *	9	8 *		10 *			17	
	AVG. AUD. BY ¼ HR. %	5.5	4.7	4.7	5.5	6.0	6.3	6.6	6.2	2.7	2.7	3.3	3.4			6.7	7.9
WEEK 2 — NBC TV	TOTAL AUDIENCE (Households (000))	4,550	14,090													6,960	
	TOTAL AUDIENCE (%)	5.3	16.4													8.1	
	Program	(4) (-OP)	NBC MAJOR LEAGUE BASEBALL N.Y. METS VS MONTREAL ST. LOUIS VS CHICAGO CUBS MULTI-SEGMENT TELECAST(OP)														NBC NIGHTLY NEWS-SAT.
	AVERAGE AUDIENCE (Households (000))	3,950	5,670													5,500	
	AVERAGE AUDIENCE (%)	4.6	6.6		5.7*		6.0*		6.3*		7.5*		7.0*		7.2*	6.4	
	SHARE OF AUDIENCE %	15	19		18 *		18 *		19 *		22 *		20 *		19 *	15	
	AVG. AUD. BY ¼ HR. %	4.5	5.3	5.6	6.0	5.9	6.1	6.1	6.5	7.4	7.5	7.2	6.8	7.2	6.7	5.7	7.0
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	34.8	35.2	34.6	34.7	34.9	34.9	34.9	36.2	37.0	37.4	38.4	39.7	42.6	43.9	44.6	44.7
	WK. 2	30.4	31.1	31.2	31.8	33.5	34.2	34.1	34.4	34.8	35.7	36.3	37.4	39.8	41.5	42.3	44.0

U.S. TV Households: 85,900,000

(1)CFA COLLEGE FOOTBALL-PRE GAME,ABC,(3:00-3:25PM) (2)NBC MAJOR LEAGUE PRE GAME,NBC,(3:00-3:19PM)
(3)CFA COLLEGE FTBL-PRE,ABC,MULTI-SEGMENT TELECAST (4)NBC MAJOR LEAGUE PRE GAME,NBC,(3:00-3:18PM)

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 8, 1985

WEEK 1

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
CBS TV	TOTAL AUDIENCE (Households (000) & %)									5,930 6.9						1,800 2.1	
	Program									← SUNDAY MORNING →						FACE THE NATION	
	AVERAGE AUDIENCE (Households (000) & %)									3,260 3.8	3.5*		4.0*		3.9*	1,550 1.8	
	SHARE OF AUDIENCE %									17	19 *		18 *		16 *	6	
	AVG. AUD. BY ¼ HR. %									3.1	3.9	4.0	4.0	4.0	3.7	1.9	1.7
NBC TV	TOTAL AUDIENCE (Households (000) & %)																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																

WEEK 2

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
CBS TV	TOTAL AUDIENCE (Households (000) & %)									6,870 8.0						2,920 3.4	
	Program									← SUNDAY MORNING →						FACE THE NATION	
	AVERAGE AUDIENCE (Households (000) & %)									3,440 4.0	3.4*		4.1*		4.3*	2,320 2.7	
	SHARE OF AUDIENCE %									18	17 *		18 *		18 *	9	
	AVG. AUD. BY ¼ HR. %									3.4	3.4	4.0	4.3	4.1	4.6	2.6	2.7
NBC TV	TOTAL AUDIENCE (Households (000) & %)																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	5.8	6.8	8.3	10.1	11.5	13.0	15.3	17.4	19.9	21.7	23.0	24.3	25.9	26.1	26.5	27.5
	WK. 2	5.6	7.2	8.6	10.2	12.0	14.1	16.2	17.6	19.6	22.3	23.5	24.6	25.0	25.8	26.3	27.9

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SUN. SEPT. 15, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 8, 1985

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV — TOTAL AUDIENCE (Households (000))			4,810				1,200									
TOTAL AUDIENCE (%)			5.6				1.4									
Program			← THIS WEEK-DAVID BRINKLEY →				SPORTSBEAT									
AVERAGE AUDIENCE (Households (000))			3,260				940									
AVERAGE AUDIENCE (%)			3.8	3.9*		3.7*	1.1									
SHARE OF AUDIENCE %			11	12 *		10 *	3									
AVG. AUD. BY ¼ HR. %			3.9	4.0	3.8	3.6	1.1	1.1								
CBS TV — TOTAL AUDIENCE (Households (000))							8,330		24,830							
TOTAL AUDIENCE (%)							9.7		28.9							
Program							CBS NFL TODAY		← CBS NFL FOOTBALL GAME 1 — MULTI-SEGMENT TELECAST VARIOUS TEAMS AND TIMES~ →							
AVERAGE AUDIENCE (Households (000))							6,180		11,420							
AVERAGE AUDIENCE (%)							7.2		13.3	10.4*		12.6*		13.2*		13.0*
SHARE OF AUDIENCE %							22		34	29 *		34 *		34 *		33 *
AVG. AUD. BY ¼ HR. %							6.8	7.6	10.2	10.8	12.3	13.0	13.2	13.0	12.7	13.4
NBC TV — TOTAL AUDIENCE (Households (000))					3,010		5,410		14,260							
TOTAL AUDIENCE (%)					3.5		6.3		16.6							
Program					MEET THE PRESS		NFL '85-NBC		← NFL FOOTBALL GAME 1-NBC — MULTI-SEGMENT TELECAST VARIOUS TEAMS AND TIMES~ →							
AVERAGE AUDIENCE (Households (000))					2,320		3,780		6,360							
AVERAGE AUDIENCE (%)					2.7		4.4		7.4	6.3*		7.1*		7.2*		7.2*
SHARE OF AUDIENCE %					9		14		19	18 *		19 *		19 *		18 *
AVG. AUD. BY ¼ HR. %					2.7	2.6	3.9	4.9	6.0	6.6	7.2	6.9	7.3	7.2	6.6	7.6

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV — TOTAL AUDIENCE (Households (000))			4,300													
TOTAL AUDIENCE (%)			5.0													
Program			← THIS WEEK-DAVID BRINKLEY →				← ABC NEWS SPECIAL (SUS) →									
AVERAGE AUDIENCE (Households (000))			3,010													
AVERAGE AUDIENCE (%)			3.5	3.8*		3.2*										
SHARE OF AUDIENCE %			11	12 *		10 *										
AVG. AUD. BY ¼ HR. %			3.5	4.0	3.4	3.0										
CBS TV — TOTAL AUDIENCE (Households (000))							5,930		26,890							
TOTAL AUDIENCE (%)							6.9		31.3							
Program							CBS NFL TODAY		← CBS NFL FOOTBALL GAME 1 — MULTI-SEGMENT TELECAST VARIOUS TEAMS AND TIMES~ →							
AVERAGE AUDIENCE (Households (000))							4,720		12,370							
AVERAGE AUDIENCE (%)							5.5		14.4	11.6*		13.4*		14.5*		14.6*
SHARE OF AUDIENCE %							17		38	33 *		37 *		40 *		38 *
AVG. AUD. BY ¼ HR. %							5.0	5.9	10.4	12.9	13.2	13.4	14.4	14.6	14.4	14.8
NBC TV — TOTAL AUDIENCE (Households (000))					2,750		5,670		22,160							
TOTAL AUDIENCE (%)					3.2		6.6		25.8							
Program					MEET THE PRESS		NFL '85-NBC		← NFL FOOTBALL GAME 1-NBC — MULTI-SEGMENT TELECAST VARIOUS TEAMS AND TIMES~ (-OP) →							
AVERAGE AUDIENCE (Households (000))					1,890		4,550		9,530							
AVERAGE AUDIENCE (%)					2.2		5.3		11.1	9.7*		11.4*		11.6*		10.6*
SHARE OF AUDIENCE %					8		16		29	28 *		31 *		32 *		28 *
AVG. AUD. BY ¼ HR. %					2.3	2.2	4.9	5.7	8.8	10.6	11.2	11.5	11.6	11.6	10.8	10.5

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	28.8	29.7	30.7	31.6	32.5	33.7	34.2	35.5	36.5	37.5	38.0	38.2	38.3	38.5	38.3	39.5
WK. 2	28.0	28.6	28.9	29.7	30.2	31.1	32.5	33.9	35.0	37.3	37.8	37.8	37.9	38.5	39.2	39.2

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SUN. SEPT. 15, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT.8, 1985

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)															8,850 10.3	
Program				(S)(OP)											ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)															7,390 8.6	
SHARE OF AUDIENCE %															18	
AVG. AUD. BY ¼ HR. %															8.5	8.7
CBS TV TOTAL AUDIENCE (Households (000) & %)						2,150 2.5	18,120 21.1									
Program	CBS NFL FOOTBALL GAME 1 MULTI-SEGMENT TELECAST VARIOUS TEAMS AND TIMES (→OP)					(1) (OP) (→OP)	US OPEN TENNIS-SUN. MEN'S CHAMPIONSHIP FINALS 4:32-7:02PM (4:32-7:02PM)(OP)(→OP)									
AVERAGE AUDIENCE (Households (000) & %)		13.6*		13.6*		2,150 2.5	7,470 8.7	7.8*		8.1*		9.1*		8.8*		9.6*
SHARE OF AUDIENCE %		33 *		33 *		6	19	18 *		19 *		20 *		19 *		20 *
AVG. AUD. BY ¼ HR. %	13.7	13.5	13.6	13.7	13.3	2.6	8.1	7.5	8.1	8.2	8.8	9.3	8.5	9.0	9.9	9.3
NBC TV TOTAL AUDIENCE (Households (000) & %)					22,760 26.5											
Program	NFL FOOTBALL GAME 1-NBC MULTI-SEGMENT TELECAST VARIOUS TEAMS AND TIMES (→OP)				NFL FOOTBALL GAME 2-NBC MULTI-SEGMENT TELECAST VARIOUS TEAMS AND TIMES (OP)(→OP)											
AVERAGE AUDIENCE (Households (000) & %)		8.2*		8.6*	9,280 10.8	6.5*		11.0*		11.2*		11.3*		11.5*		11.9*
SHARE OF AUDIENCE %		20 *		21 *	24	15 *		26 *		26 *		25 *		25 *		25 *
AVG. AUD. BY ¼ HR. %	8.0	8.4	8.6	8.6	6.3	6.6	10.5	11.6	11.1	11.4	11.4	11.0	11.9	11.1	11.6	12.2

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)															5,760 6.7	
Program															ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)															4,810 5.6	
SHARE OF AUDIENCE %															12	
AVG. AUD. BY ¼ HR. %															5.4	5.7
CBS TV TOTAL AUDIENCE (Households (000) & %)					20,440 23.8											
Program	CBS NFL FOOTBALL GAME 1 MULTI-SEGMENT TELECAST VARIOUS TEAMS AND TIMES (→OP)				CBS NFL FOOTBALL GAME 2 MULTI-SEGMENT TELECAST VARIOUS TEAMS AND TIMES (OP)											
AVERAGE AUDIENCE (Households (000) & %)		15.2*		15.4*	9,280 10.8	<< <<		9.8*		11.9*		12.0*		12.8*		13.0*
SHARE OF AUDIENCE %		39 *		38 *	25	<<		24 *		29 *		29 *		29 *		27 *
AVG. AUD. BY ¼ HR. %	15.1	15.2	15.1	15.8	<<	<<	7.3	12.3	11.9	11.9	11.7	12.4	12.9	12.7	12.9	13.0
NBC TV TOTAL AUDIENCE (Households (000) & %)						3,690 4.3									7,130 8.3	
Program	NFL FOOTBALL GAME 1-NBC MULTI-SEGMENT TELECAST VARIOUS TEAMS AND TIMES (OP)(→OP)					(2) (OP)									NBC NIGHTLY NEWS-SUN	
AVERAGE AUDIENCE (Households (000) & %)		11.3*		11.8*		3,520 4.1									6,010 7.0	
SHARE OF AUDIENCE %		29 *		29 *		10									14	
AVG. AUD. BY ¼ HR. %	11.3	11.3	11.6	11.9	10.8	4.0									6.6	7.3

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	40.8	41.4	41.7	42.3	42.7	43.5	43.4	43.8	44.6	45.1	45.3	46.0	47.8	49.0	50.0	50.9
WK. 2	39.4	40.1	41.0	42.4	43.6	43.1	42.5	41.7	42.0	43.0	43.0	42.9	44.9	47.1	48.1	49.4

U.S. TV Households: 85,900,000

(1)US OPEN TENNIS-SU,CBS,(4:19-4:32PM)(S)

(2)NFL FTBL POST-NBC,NBC,MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SUN. SEPT.15, 1985

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELECAST DAYS
EVENING MONDAY																	
ABC ABC NEWSBRIEF-MON	2	8.58- 8.59PM	8.45								10,310	12.0	10,310	12.0	20	12.0	
ABC NFL MONDAY NIGHT FOOTBALL	2	9.00-12.07AM	→GRID								32,730	38.1	17,780	20.7	35		
			11.00													20.7	
			11.15											19.7*	35*	18.8	
			11.30													18.3	
			11.45											17.5*	38*	16.8	
			12.00											15.4*	39*	15.4	
ABC ABC NEWSBRIEF-MON	1	9.39- 9.40PM	9.30	8,420	9.8	8,420	9.8	16	9.8								
CBS AMERICAN PORTRAIT SUS(SUS)	1	8.58- 8.59PM	8.45														
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE		9.58- 9.59PM	9.45	13,230	15.4	13,230	15.4	24	15.4		8,500	9.9	8,500	9.9	15	9.9	
EVENING WEDNESDAY																	
ABC ABC SPECIAL REPORT-8:03P(S)	2	8.03- 8.08PM	8.00								10,050	11.7	8,250	9.6	17	9.6	
ABC ABC BUSINESS BRIEF-WED	2	8.56- 8.57PM	8.45								9,360	10.9	9,360	10.9	17	10.9	
	1	9.04- 9.05PM	9.00	8,250	9.6	8,250	9.6	16	9.6								
ABC ABC NEWSBRIEF-WED	1	9.57- 9.58PM	9.45	8,250	9.6	8,250	9.6	16	9.6								
	2	9.58- 9.59PM	9.45								8,420	9.8	8,420	9.8	16	9.8	
CBS AMERICAN PORTRAIT SUS(SUS)	2	8.58- 8.59PM	8.45														
CBS AMERICAN PORTRAIT-SUS(SUS)	1	8.58- 8.59PM	8.45														
EVENING THURSDAY																	
ABC ABC NFL FOOTBALL SPECIAL(S)	2	8.00-11.17PM	→GRID								27,320	31.8	12,710	14.8	25		
			11.00													14.3	
			11.15											14.0*	26*	11.7	
ABC ABC NEWSBRIEF-THU	1	9.58- 9.59PM	9.45	9,110	10.6	9,110	10.6	17	10.6								
	2	9.51- 9.52PM	9.45								11,340	13.2	11,340	13.2	21	13.2	
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	1	8.14- 8.15PM	8.00	8,930	10.4	8,930	10.4	21	10.4								
	2	8.15- 8.16PM	8.15								9,790	11.4	9,790	11.4	22	11.4	
ABC ABC NEWSBRIEF-FRI	1	9.58- 9.59PM	9.45	6,530	7.6	6,530	7.6	14	7.6								
	2	9.54- 9.55PM	9.45								15,890	18.5	15,890	18.5	32	18.5	
CBS AMERICAN PORTRAIT-SUS.(SUS)	1	8.58- 8.59PM	8.45														
	2	8.52- 8.53PM	8.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	1	8.58- 8.59PM	8.45	8,330	9.7	8,330	9.7	19	9.7								
	2	9.00- 9.01PM	9.00								7,730	9.0	7,730	9.0	16	9.0	
ABC ABC NEWSBRIEF-SAT.	1	9.55- 9.56PM	9.45	11,080	12.9	11,080	12.9	24	12.9								
	2	9.58- 9.59PM	9.45								6,960	8.1	6,960	8.1	14	8.1	
CBS US OPEN TENNIS-SAT-3(S)	1	7.00- 9.24PM	→GRID	16,750	19.5	6,360	7.4	16									
			9.15				8.1*	15*	8.2								
CBS SPORTSBREAK-SAT	2	8.58- 8.59PM	8.45								6,010	7.0	6,010	7.0	13	7.0	
CBS NEWSBREAK-SAT.	2	9.56- 9.57PM	9.45								5,670	6.6	5,670	6.6	11	6.6	
CONT'D																	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WK1 TOTAL AUDIENCE HOUSEHOLDS (000)	WK1 TOTAL %	WK1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WK1 AVG %	WK1 SHARE %	WK1 AVG. AUD. BY ¼ HR %	WK1 TELECAST DAYS	WK2 TOTAL AUDIENCE HOUSEHOLDS (000)	WK2 TOTAL %	WK2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WK2 AVG %	WK2 SHARE %	WK2 AVG. AUD. BY ¼ HR %	WK2 TELECAST DAYS
EVENING SATURDAY-CONT'D																	
CBS NEWSBREAK-SAT.-CONT'D	1	10.23-10.24PM	10.15	6,790	7.9	6,790	7.9	15	7.9								
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	8,250	9.6	8,250	9.6	18	9.6		14,430	16.8	14,430	16.8	30	16.8	
NBC NBC NEWS DIGEST-2-SAT.	2	9.58- 9.59PM	9.45								15,200	17.7	15,200	17.7	30	17.7	
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	8.34- 8.35PM	8.30	10,390	12.1	10,390	12.1	20	12.1								
	2	8.32- 8.33PM	8.30								10,740	12.5	10,740	12.5	20	12.5	
ABC ABC NEWSBRIEF-SUN.		9.59-10.00PM	9.45	15,720	18.3	15,720	18.3	29	18.3		15,890	18.5	15,890	18.5	29	18.5	
CBS CBS NFL FOOTBALL GAME 2	2	4.03- 7.19PM	→GRID								20,440	23.8	9,280	10.8	25		
			7.15											13.5*	27*	12.7	
			7.30													<<	
CBS US OPEN TENNIS-SUN.(S)	1	4.32- 7.02PM	→GRID	18,120	21.1	7,470	8.7	19									
			7.00						9.7								
CBS 60 MINUTES	1	7.02- 8.02PM	→GRID	21,480	25.0	14,520	16.9	32									
	2	7.17- 8.17PM	→GRID								25,770	30.0	16,840	19.6	35		
			8.00						18.3								
			8.15											22.2*	37*	20.0	
CBS MURDER, SHE WROTE	1	8.02- 9.02PM	→GRID	21,220	24.7	16,150	18.8	31									
			9.00						19.2								
CBS SPECIAL MOVIE PRESNT-SUN.(S)	2	8.17-11.05PM	→GRID								28,350	33.0	12,460	14.5	23		
			11.00													13.2	
CBS AMERICAN PORTRAIT-SUN(B)	2	9.05- 9.08PM	9.00								12,630	14.7	11,940	13.9	22	13.9	
CBS CBS SPEC MOVIE PRESENT(S)	1	9.02-11.02PM	→GRID	24,140	28.1	16,060	18.7	30									
			11.00						19.2								
CBS SPORTSBREAK-SUN	1	9.00- 9.01PM	9.00	16,150	18.8	16,150	18.8	30	18.8								
	2	9.30- 9.31PM	9.30								11,080	12.9	11,080	12.9	20	12.9	
CBS NEWSBREAK-SUN.	1	9.57- 9.58PM	9.45	13,060	15.2	13,060	15.2	24	15.2								
	2	9.55- 9.57PM	9.45								10,390	12.1	10,310	12.0	19	12.0	
NBC NFL FOOTBALL GAME 2-NBC	1	4.03- 7.13PM	→GRID	22,760	26.5	9,280	10.8	24									
			7.00				13.1*	27*	13.1								
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	6,180	7.2	6,180	7.2	12	7.2		6,610	7.7	6,610	7.7	12	7.7	
NBC NBC NEWS DIGEST-2-SUN.	1	9.48- 9.49PM	9.45	8,250	9.6	8,250	9.6	15	9.6								
EVENING MONDAY-FRIDAY																	
ABC ABC NEWS:NIGHTLINE		>	11.30	6,700	7.8	5,330	6.2	17	6.8	TU-F	6,180	7.2	4,720	5.5	16	6.1	TUWF
			11.45						5.8	TU-F				5.5*	15*	4.9	TUWF
			12.00						4.2	TU&TH				5.9*	18*	4.6	W & F
ABC ABC NEWS:NIGHTLINE-MON	1	11.44-12.15AM	11.30	6,010	7.0	4,640	5.4	18	6.5	MON.							
			11.45						5.8	MON.							
			12.00						4.9	MON.							
ABC ABC NEWS:NIGHTLINE-THU(B)	2	11.55-12.25AM	11.45								5,240	6.1	4,300	5.0	17	5.5	THU.
			12.00													5.2	THU.
			12.15													4.5	THU.
ABC ABC NEWS:NIGHTLINE-TUE(B)	2	12.00-12.12AM	12.00								3,690	4.3	3,610	4.2	15	4.2	TUE.

 *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELECAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
ABC ABC NEWS:NIGHTLINE-WED(B)	1	12.00-12.30AM	12.00	6,610	7.7	5,580	6.5	23	6.5	WED.							
			12.15						6.5	WED.							
ABC EYE ON HOLLYWOOD		>	12.00	1,720	2.0	1,370	1.6	6	1.7	MTUTHF	1,630	1.9	1,370	1.6	8	1.6	TU-F
			12.15						1.5	MTUTHF						1.6	TU-F
			12.30						1.5	MTUTH						1.6	TU-F
			12.45													1.5	TU-F
ABC ABC NEWS:NIGHTLINE-MON	2	12.59- 1.29AM	12.45								4,380	5.1	3,690	4.3	23	4.6	MON.
			1.00													4.6	MON.
			1.15													4.0	MON.
CBS AMERICAN PORTRAIT	1	8.58- 8.59PM	8.45	8,760	10.2	8,760	10.2	17	10.2	TU&TH							
	2	>	8.45								11,770	13.7	11,770	13.7	22	13.7	MTUTH
CBS NEWSBREAK-M-F		>	9.45	9,190	10.7	9,190	10.7	17	10.7	M-F	9,450	11.0	9,450	11.0	18	11.0	M-F
			10.00													11.4	WED.
CBS LATE MOVIE I	2	>	11.30								6,530	7.6	3,950	4.6	16	5.3	M-F
			11.45											5.0*	15*	4.8	M-F
			12.00													4.6	M-F
			12.15											4.4*	16*	4.2	M-F
			12.30													4.1	M-F
			12.45											4.4*	21*	4.6	M-F
	2	VARIOUS TIMES	(SUS)														
CBS US OPN TENNIS HILITES-FRI(S)	1	11.30-12.00MD	11.30	4,980	5.8	3,870	4.5	12	4.9	FRI.							
			11.45						4.2	FRI.							
CBS US OPN TENNIS HILITES-MON(S)	1	11.30-12.00MD	11.30	5,330	6.2	4,040	4.7	14	5.3	MON.							
			11.45						4.1	MON.							
CBS US OPN TENNIS HILITES-THU(S)	1	11.30-12.00MD	11.30	4,210	4.9	3,180	3.7	11	4.2	THU.							
			11.45						3.2	THU.							
CBS US OPN TENNIS HILITES-TUE(S)	1	11.30-12.00MD	11.30	4,120	4.8	3,010	3.5	10	3.9	TUE.							
			11.45						3.1	TUE.							
CBS US OPN TENNIS HILITES-WED(S)	1	11.30-12.00MD	11.30	5,670	6.6	4,380	5.1	14	5.8	WED.							
			11.45						4.5	WED.							
CBS LATE MOVIE I	1	>	12.00	4,210	4.9	2,660	3.1	13	3.0	M-F							
			12.15				3.0*	11*	3.0	M-F							
			12.30						3.3	M-F							
			12.45				3.2*	16*	3.1	M-F							
			1.00				3.2*	19*	2.9	M-F							
	1	VARIOUS TIMES	(SUS)														
CBS LATE MOVIE II	2	>	12.30								3,610	4.2	2,660	3.1	18	3.1	M-F
			12.45											3.4*	17*	3.6	M-F
	1	>	1.00	2,920	3.4	2,320	2.7	19	2.8	M-F						3.0	M-F
			1.15				2.7*	17*	2.8	M-F				2.8*	18*	2.6	M-F
			1.30						2.8	M-F						2.6	WED.
			1.45				2.7*	21*	2.5	M-F							
		VARIOUS TIMES	(SUS)														
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	860	1.0	690	.8	9	.9	M-THSU	1,030	1.2	940	1.1	12	1.1	M-THSU
			2.15						.8	M-THSU						1.0	M-THSU
CBS CBS NEWS NIGHTWATCH-2 CONT'D		2.30- 3.00AM	→GRID	860	1.0	690	.8	12		M-THSU	1,290	1.5	1,120	1.3	17		M-THSU

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DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELECAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
CBS CBS NEWS NIGHTWATCH-2-CONT'D			2.30						.9	M-THSU						1.3	M-THSU
			2.45						.8	M-THSU						1.3	M-THSU
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00	1,550	1.8	690	.8	18	.8	M-THSU	1,800	2.1	860	1.0	20	1.3	M-THSU
			3.15				.8*	14*	.7	M-THSU				1.2*	19*	1.2	M-THSU
			3.30						.7	M-THSU						1.2	M-THSU
			3.45				.7*	14*	.7	M-THSU				1.1*	20*	1.1	M-THSU
			4.00						.8	M-THSU						1.1	M-THSU
			4.15				.8*	19*	.8	M-THSU				1.0*	21*	.9	M-THSU
			4.30						.8	M-THSU						.9	M-THSU
			4.45				.8*	21*	.8	M-THSU				.9*	20*	1.0	M-THSU
			5.00						.8	M-THSU						.8	M-THSU
			5.15				.8*	20*	.8	M-THSU				.8*	19*	.7	M-THSU
			5.30						.8	M-THSU						.8	M-THSU
			5.45				.8*	20*	.9	M-THSU				.7*	17*	.7	M-THSU
NBC NBC NEWS DIGEST-M-F		>	8.45	9,530	11.1	9,530	11.1	19	10.6	M-F	8,420	9.8	8,420	9.8	16	9.8	M-F
			9.00						12.8	WED.							
NBC NBC NEWS DIGEST-2-M-F	1	>	9.45	8,930	10.4	8,930	10.4	17	10.4	MWF							
	2	9.58- 9.59PM	9.45								8,930	10.4	8,930	10.4	16	10.4	TU&TH
NBC TONIGHT SHOW		11.30-12.30AM	11.30	10,050	11.7	6,100	7.1	23	8.1	M-F	9,450	11.0	5,840	6.8	21	7.6	M-F
			11.45				7.8*	22*	7.5	M-F				7.4*	21*	7.2	M-F
			12.00						7.2	M-F						6.7	M-F
			12.15				6.4*	23*	5.7	M-F				6.3*	22*	6.0	M-F
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	3,440	4.0	2,830	3.3	17	3.6	M-TH	3,690	4.3	3,090	3.6	17	3.9	M-TH
			12.45						3.0	M-TH						3.4	M-TH
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	6,010	7.0	2,920	3.4	17	5.2	FRI.	4,210	4.9	2,150	2.5	14	3.7	FRI.
			12.45				4.6*	18*	4.0	FRI.				3.4*	15*	3.1	FRI.
			1.00						3.3	FRI.						2.6	FRI.
			1.15				3.2*	16*	3.1	FRI.				2.3*	13*	2.1	FRI.
			1.30						2.7	FRI.						1.9	FRI.
			1.45				2.3*	15*	2.0	FRI.				1.7*	12*	1.5	FRI.
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	2,580	3.0	2,150	2.5	16	2.7	M-TH	2,750	3.2	2,230	2.6	16	2.9	M-TH
			1.15						2.3	M-TH						2.4	M-TH
DAY MONDAY-FRIDAY																	
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,460	1.7	1,370	1.6	19	1.6	M-F	1,460	1.7	1,290	1.5	19	1.5	M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,230	2.6	2,060	2.4	18	2.4	TU-F	2,150	2.5	1,980	2.3	18	2.3	M-F
ABC ABC WRLD NWS-MORN-645A(B)	1	6.45- 7.00AM	6.45	770	.9	770	.9	9	.9	MON.							
ABC GOOD MORN AMER MON-730(B)	2	7.33- 7.48AM	7.30								3,690	4.3	3,520	4.1	22	4.1	MON.
			7.45													4.4	MON.
ABC GOOD MORN AMER-MON-730(B)	1	7.30- 8.00AM	7.30	2,750	3.2	2,150	2.5	14	2.6	MON.							
			7.45						2.4	MON.							
ABC GOOD MORN AMER-MON-830(B)	1	8.30- 9.00AM	8.30	3,610	4.2	2,920	3.4	13	3.3	MON.							
			8.45						3.5	MON.							
ABC ABC SPECIAL REPORT-10:30A(SUS)	2	10.30-10.48AM	10.30														MON.
ABC ANGIE-MON(B)	1	11.00-11.30AM	11.00	3,690	4.3	2,920	3.4	9	3.0	MON.							
			11.15						3.7	MON.							

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

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DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS
DAY MONDAY-FRIDAY-CONT'D																	
ABC ALL STAR BLITZ-MON(B)	1	11.30-12.00NN	11.30	3,440	4.0	2,750	3.2	9	3.1	MON.							
			11.45						3.2	MON.							
ABC RYAN'S HOPE-MON(B)	1	12.00-12.30PM	12.00	3,870	4.5	3,260	3.8	10	3.6	MON.							
			12.15						4.0	MON.							
ABC LOVING-MON(B)	1	12.30- 1.00PM	12.30	5,580	6.5	4,550	5.3	14	5.1	MON.							
			12.45						5.6	MON.							
ABC ALL MY CHILDREN-MON(B)	1	1.00- 2.00PM	1.00	9,110	10.6	6,870	8.0	21	7.6	MON.							
			1.15				7.7*	20*	7.7	MON.							
			1.30						8.0	MON.							
			1.45				8.3*	22*	8.5	MON.							
ABC ONE LIFE TO LIVE-MON.(B)	1	2.00- 3.00PM	2.00	8,930	10.4	6,440	7.5	20	7.8	MON.							
			2.15				7.6*	20*	7.3	MON.							
			2.30						7.3	MON.							
			2.45				7.5*	20*	7.6	MON.							
ABC ABC DAYTIME NEWSBRIEF-M-F		2.58- 2.59PM	2.45	6,440	7.5	6,440	7.5	28	7.5	TU-F	6,440	7.5	6,440	7.5	27	7.5	M-F
ABC ABC DAYTIME NWSBRF-MON(B)	1	2.58- 2.59PM	2.45	6,790	7.9	6,790	7.9	21	7.9	MON.							
ABC GENERAL HOSPITAL-MON(B)	1	3.00- 4.00PM	3.00	9,280	10.8	7,220	8.4	22	8.3	MON.							
			3.15				8.5*	22*	8.7	MON.							
			3.30						8.4	MON.							

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS
			3.45				8.3*	22*	8.2	MON.							
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.00- 5.00PM	4.00								7,390	8.6	5,240	6.1	20	5.8	WED.
			4.15											5.7*	19*	5.7	WED.
			4.30													6.6	WED.
			4.45											6.5*	20*	6.4	WED.
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,550	1.8	1,200	1.4	16	1.2	M-F	1,460	1.7	1,120	1.3	14	1.2	M-F
			6.45						1.6	M-F						1.4	M-F
CBS CBS MORN. NEWS-MONDAY(B)	2	7.30- 7.48AM	7.30								1,890	2.2	1,800	2.1	11	2.0	MON.
			7.45													2.2	MON.
CBS CBS MORNING NEWS 1-MON(B)	1	7.30- 8.00AM	7.30	2,830	3.3	2,230	2.6	15	2.5	MON.							
			7.45						2.7	MON.							
CBS CBS MORNING NEWS 2-MON(B)	1	8.30- 9.00AM	8.30	3,260	3.8	2,410	2.8	11	2.8	MON.							
			8.45						2.8	MON.							
CBS CBS NEWS SPECIAL REPORT(SUS)	2	10.30-10.48AM	10.30														MON.
CBS PRESS YOUR LUCK-MON(B)	1	10.30-11.00AM	10.30	3,440	4.0	2,830	3.3	10	3.1	MON.							
			10.45						3.5	MON.							
CBS PRICE IS RIGHT 1-MON.(B)	1	11.00-11.30AM	11.00	5,070	5.9	4,210	4.9	14	4.8	MON.							
			11.15						5.0	MON.							
CBS US OPN TENNIS(FRI) 11:00A(S)	1	11.00-12.05PM	11.00	4,720	5.5	2,150	2.5	11	3.0	FRI.							
			11.15				2.6*	12*	2.3	FRI.							
			11.30						2.2	FRI.							
			11.45				2.3*	10*	2.4	FRI.							
			12.00						2.9	FRI.							
CBS PRICE IS RIGHT 2-MON.(B)	1	11.30-12.00NN	11.30	6,010	7.0	5,150	6.0	16	6.0	MON.							
			11.45						6.1	MON.							
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,070	5.9	4,810	5.6	25	5.6	TU-TH	5,070	5.9	4,900	5.7	25	5.7	M-F

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DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELE-CAST DAYS
DAY MONDAY-FRIDAY-CONT'D																	
CBS NEWSBREAK-11.57-MON(B)	1	11.57-11.59AM	11.45	5,580	6.5	5,410	6.3	17	6.3	MON.							
CBS US OPEN TENNIS (MON)(S)	1	12.30- 6.00PM	12.30	13,660	15.9	3,180	3.7	10	4.8	MON.							
			12.45				4.5*	12*	4.2	MON.							
			1.00						4.2	MON.							
			1.15				4.0*	10*	3.8	MON.							
			1.30						4.1	MON.							
			1.45				4.1*	11*	4.0	MON.							
			2.00						3.3	MON.							
			2.15				3.4*	9*	3.4	MON.							
			2.30						3.6	MON.							
			2.45				3.6*	9*	3.5	MON.							
			3.00						3.3	MON.							
			3.15				3.2*	8*	3.0	MON.							
			3.30						3.2	MON.							
			3.45				3.2*	8*	3.2	MON.							
			4.00						3.4	MON.							
			4.15				3.4*	9*	3.4	MON.							
			4.30						3.8	MON.							
			4.45				3.7*	10*	3.6	MON.							
			5.00						3.5	MON.							
			5.15				3.6*	9*	3.6	MON.							
			5.30						3.5	MON.							
			5.45				3.7*	9*	3.9	MON.							
CBS US OPN TENNIS(FRI) 12:36P(S)	1	12.36- 6.18PM	12.30	14,430	16.8	2,750	3.2	11	3.1	FRI.							
			12.45				2.8*	12*	2.6	FRI.							
			1.00						2.5	FRI.							
			1.15				2.4*	9*	2.2	FRI.							
			1.30						2.2	FRI.							
			1.45				2.3*	8*	2.3	FRI.							
			2.00						2.6	FRI.							
			2.15				2.4*	9*	2.3	FRI.							
			2.30						2.4	FRI.							
			2.45				2.5*	9*	2.6	FRI.							
			3.00						2.6	FRI.							
			3.15				2.5*	9*	2.4	FRI.							
			3.30						2.5	FRI.							
			3.45				2.6*	8*	2.8	FRI.							
			4.00						3.4	FRI.							
			4.15				3.4*	11*	3.5	FRI.							
			4.30						3.7	FRI.							
			4.45				3.7*	12*	3.7	FRI.							
			5.00						3.9	FRI.							
			5.15				4.0*	11*	4.1	FRI.							
			5.30						4.5	FRI.							
			5.45				4.7*	13*	4.9	FRI.							
			6.00						5.6	FRI.							
			6.15				5.6*	14*	5.7	FRI.							
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	4,380	5.1	4,120	4.8	16	4.8	TU-TH	4,810	5.6	4,550	5.3	17	5.3	M-F
NBC NBC NEWS AT SUNRISE CONT'D		6.30- 7.00AM	6.30	2,410	2.8	1,720	2.0	17	1.8	M-F	2,490	2.9	1,800	2.1	18	1.8	M-F

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELECAST DAYS
DAY MONDAY-FRIDAY-CONT'D																	
NBC NBC NEWS AT SUNRISE-CONT'D			6.45						2.3	M-F						2.5	M-F
NBC TODAY SHOW-7.30AM(B)	2	7.30- 7.52AM	7.30								3,690	4.3	3,090	3.6	19	3.6	MON.
			7.45													3.5	MON.
NBC REAGAN NEWS CONF.-NBC(SUS)	2	10.30-10.52AM	10.30														MON.
NBC SALE OF THE CENTURY(B)	2	10.30-10.52AM	10.30								1,370	1.6	1,200	1.4	6	1.3	MON.
			10.45													1.5	MON.
NBC WHEEL OF FORTUNE(B)	1	11.00-11.30AM	11.00	7,990	9.3	6,010	7.0	19	6.8	MON.							
			11.15						7.3	MON.							
NBC SCRABBLE(B)	1	11.30-12.00NN	11.30	5,580	6.5	4,720	5.5	15	5.4	MON.							
			11.45						5.6	MON.							
NBC DAYS OF OUR LIVES-MON(B)	1	1.00- 2.00PM	1.00	6,100	7.1	4,720	5.5	14	5.5	MON.							
			1.15				5.4*	14*	5.4	MON.							
			1.30						5.4	MON.							
			1.45				5.6*	15*	5.8	MON.							
NBC ANOTHER WORLD-MON(B)	1	2.00- 3.00PM	2.00	5,580	6.5	4,300	5.0	13	5.0	MON.							
			2.15				4.9*	13*	4.8	MON.							
			2.30						5.0	MON.							
			2.45				5.0*	13*	5.0	MON.							
NBC NBC NEWS DIGEST-DAY(B)	1	2.57- 2.58PM	2.45	3,870	4.5	3,870	4.5	12	4.5	MON.							
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,210	4.9	4,210	4.9	17	4.9	W & F	3,950	4.6	3,950	4.6	17	4.6	MWF
DAY SATURDAY																	
ABC ABC FUN FIT-10:25AM		10.25-10.29AM	10.15	5,840	6.8	5,070	5.9	21	5.9		4,720	5.5	3,690	4.3	15	4.3	
ABC ABC FUN FIT-11:25AM		11.25-11.29AM	11.15	4,550	5.3	4,120	4.8	17	4.8		3,950	4.6	3,180	3.7	13	3.7	
ABC CFA COLLEGE FOOTBALL-PRE	1	3.00- 3.25PM	→GRID	4,380	5.1	3,610	4.2	12									
	2	3.00- 3.22PM	→GRID								2,750	3.2	2,320	2.7	9		
			3.15						4.5							2.6	
ABC CFA COLLEGE FOOTBALL POST	2	6.53- 7.00PM	6.45								8,760	10.2	6,610	7.7	19	7.7	
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,660	3.1	2,230	2.6	17	2.6		4,210	4.9	3,610	4.2	25	4.2	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	4,040	4.7	3,610	4.2	21	4.2		4,980	5.8	4,380	5.1	24	5.1	
CBS IN THE NEWS- 9.56AM	1	9.56- 9.59AM	9.45	4,040	4.7	3,610	4.2	16	4.2								
CBS IN THE NEWS-11.56AM	2	11.56-11.59AM	11.45								3,780	4.4	3,440	4.0	13	4.0	
CBS IN THE NEWS-11.56AM(B)	1	11.56-11.59AM	11.45	3,870	4.5	3,520	4.1	14	4.1								
CBS IN THE NEWS-12.26PM	2	12.26-12.29PM	12.15								2,660	3.1	2,490	2.9	10	2.9	
CBS IN THE NEWS-12.56PM	2	12.56-12.59PM	12.45								3,090	3.6	2,920	3.4	11	3.4	
CBS IN THE NEWS- 1.26PM	2	1.26- 1.29PM	1.15								3,610	4.2	3,350	3.9	13	3.9	
CBS CBS COLLEGE FOOTBALL PRE	2	1.30- 1.35PM	1.30								5,580	6.5	4,300	5.0	17	5.0	
CBS CBS COLLEGE FOOTBALL POST	2	4.52- 5.00PM	4.45								4,980	5.8	3,690	4.3	13	4.3	
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	2,230	2.6	2,060	2.4	16	2.4		3,350	3.9	3,260	3.8	23	3.8	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	3,090	3.6	2,920	3.4	17	3.4		4,550	5.3	4,380	5.1	24	5.1	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	6,790	7.9	6,610	7.7	27	7.7		8,760	10.2	8,590	10.0	35	10.0	
NBC ONE TO GROW ON-10:58AM	1	10.58-11.00AM	10.45	6,360	7.4	6,100	7.1	24	7.1								

 U.S. TV HOUSEHOLDS: 85,900,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELECAST DAYS
DAY SATURDAY-CONT'D																	
NBC ONE TO GROW ON-11:28AM	2	11.28-11.30AM	11.15								6,610	7.7	6,530	7.6	26	7.6	
NBC ONE TO GROW ON-11:58AM	2	11.58-12.00NN	11.45								5,500	6.4	5,240	6.1	20	6.1	
NBC ONE TO GROW ON-12:28PM	1	12.28-12.30PM	12.15	3,520	4.1	3,350	3.9	13	3.9								
NBC NBC MAJOR LEAGUE PRE GAME	1	3.00- 3.19PM	→GRID	3,950	4.6	3,440	4.0	12									
	2	3.00- 3.18PM	→GRID								4,550	5.3	3,950	4.6	15		
			3.15						4.0							5.1	
NBC NBC MAJOR LEAGUE BASEBALL	1	3.19- 6.41PM	→GRID	15,120	17.6	5,330	6.2	17									
	2	3.18- 6.24PM	→GRID								14,090	16.4	5,670	6.6	19		
			6.30				7.8*	18*	7.8					2.7*	7*	2.7	
DAY SUNDAY																	
ABC ABC SPECIAL REPORT-3:44P(S)	1	3.44- 3.47PM	3.30	2,750	3.2	2,580	3.0	7	3.0								
			3.45						3.0								
CBS FOR OUR TIMES(SUS)	2	6.00- 6.30AM	6.00														
CBS CBS NFL FOOTBALL GAME 1	1	1.00- 4.24PM	→GRID	24,830	28.9	11,420	13.3	34									
	2	1.00- 4.27PM	→GRID								26,890	31.3	12,370	14.4	38		
			4.00													15.9	
			4.15				13.7*	32*	13.5					16.1*	38*	10.3	
			4.30						10.7					10.4*	25*	10.4	
			4.45						1.1								
CBS US OPEN TENNIS-SU(S)	1	4.19- 4.32PM	→GRID	2,150	2.5	2,150	2.5	6									
			4.30						2.4								
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.02PM	→GRID	14,260	16.6	6,360	7.4	19									
	2	1.00- 4.22PM	→GRID								22,160	25.8	9,530	11.1	29		
			4.00				4.8*	11*	5.1								
			4.15						.5					10.7*	25*	8.4	
			4.30						<<							3.9	

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